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VOI. 174 No. 8

NEW YORK, WEDNESDAY, MAY 4, 1949

PRICE 25 CENTS

PUBLIC CROSSES LEGIT CR

Gen. Walter Bedell Smith Mentioned For Hollywood Film Coordinator Post DISAPPOINTMENTS

General Walter Bedell Smith, who recently resigned as ambas-asder to Russia, is under consideration by major company toppers to succeed N-Fank Freeman and Molton Picture Producers, the Hollywood affluide of Motion Picture Asso, of America, Also understood to be a possibility for the poet is Edward L. Cheysfir, also to Motion Picture Asso, of America, Also understood to be a possibility for the poet is Edward L. Cheysfir, also the North Picture Asso, and the North Picture Man Will set the

hiPAA pree Ent. Jonaton.

Whether either man will get the job, however, hinges on the decision by Paramount, reportedly not yet made, as to whether Freeman to the man the present of the

the recent consent decree.

Pending word from Freeman on his future plans, Johnston and MPAA board, it is learned, have been going over possibilities of a mane of Smith came up. It is understod he has been approached and has indicated a willingness to take the job, Post would make him coordinator of major studio affairs and would rank closely after that SMI and would rank closely after that SMI and would rank closely after that the second section of the second second

Several factors are under consideration in making a choice between Smith, Cheyfitz or perhaps someone else whose name may yet be tossed into the ring. Major point is cost, sine, salary being (Continued on page 55)

N.Y. Palace Vaudfilm Needs \$17,000 to Break: 'Can. Pacific' 1st Pic

Call. 1 at the Talace, N. Y., longtime shrine of American vaudeville, debuting May 19, will comprise Mage & Karr, The Chords (3), The Mayvellos, Cook & Brown, Norman Evans, Jerry Dollinoft Dollinoft Dollinoft Call Sixto Si

The 10-man orch will be batoned by Don Albert.

by Don Albert.

"The initial show is within the \$3,900-\$4,000 budget. House needs \$3,900-\$44,000 budget. House needs \$17,000-\$18,000 to break. Aside from the cost of talent, It's anticipated that the first-run picture will cost the house around \$3,000 weekly, pit band figures at \$1,500; another \$1,000 for the six or seven decknands, \$2,000 for add; \$1,000 for the cost of \$1,000-\$8,000 for the

Cantor Mulls Giving Up Radio for 100% TV

Up Radio for 100% TV
Hollywood, May 3.
Latin Cantor may drop his Frider of the wind of the

See Healthier Biz In Disks as War Babies Do a Fade

Sales executives of the recording business are actually drawning an optimistic note out of the nunerous shutterings of retail becord stores throughout the country, and the frequent reports of department stores tossing record counters into the discard. Though the foliois unfortunately are caused by the slack cording business is now moving, the exects are wryly happy about it all. They foresee a healthier business.

business.

Majority of the counters passing into limbo, it's pointed out, were war-born ventures set up by busi (Continued on page 55)

Singer Winds 10 Yr. Run at Pitt Cafe

The initial abow is within the \$3,000-34,000 budget. House needs \$17,000-318,000 to break. Aside from the cost of laint, it's annual to the first-mon the cost of laint, it's annual to the first-mon \$3,000 to a first more statement \$3,000 to a first more statement

By HORE MORRISON

This has been a Broadway legit season in which the unexpected became commonplace. It's been a contemporary of the season in which certain shows a condigues of the critics. It's a second in which certain shows the other disposition of the season in which certain shows office disappointments, and other office disappointments and other office of the season in t

legit history,

Possibly the outstanding example
of a show that 'crossed up the
critics and has let down its backers
is "Life with Mother," which producer Osser Serlin will close
ducer Osser Serlin will close
Russel Crouse sequel to the fabiosly portibable "Life with Father"
got unanimously strong b.o. retweep, but after fits extensive theatif alied to draw as expected.

If alied to draw as expected.

Another surroise has been "The

Its party bookings were exhauster, it failed the reason of the control of the con

Case of "Motner" has been a puzzler almost from the start. Opening last Oct. 20 at the Empire, (Continued on page 55)

SURPRISE CLICKS, TV, Veering 80% to Films, Will Revise Selling; 3 Markets Ready, Sez Woods

Talent Spree Pays Off,

Talent Spree Pays Off,
Riviera 70 G, Copa 68½ G
The Copasobana, N. Y., and the
Riviera, Pt. Lee, N. J., currently
using a talent war, claim the
waging a talent war, claim the
waging a talent war, claim the
general common states of the common states
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Shortage of New TV Acts Revives **Old Comedy Bits**

The old vande cafe and bur-lesque sketches and blackouts foom as a replacement for many acts on the vaudeo shows of the future. Stortage of turns has been as-the ancient and reliable bits, of business are being rushed in to supplement the available talent. For example on last week's (28) Texaco Star Theatre, Eddic Han-(Continued on page 85)

Mark Woods, president of the American Broadcasting Co. Ilike American Broadcasting Co. Ilike Case Soard chairman William S. Paley, sees television vering 80% to films. And with the kinescoping of the big variety shows a part of this film program, Woods envilsions which is something he tried to incept in radio. That is, sell the same program to three different kypes of audiences, at three different kypes of audiences, but there is still an even night, that's a tenmendous audience, but there is still an even reason or another, misses that night's radio program. They may be out dining; at a picture show or the theatre; in the agricultural bed!

be out dining; at a picture show or the thesitre; in the agricultural best ders, etc. But that doesn't mean that at some other time, perhaps the next morning or in the after-noon, they wouldn't velcome the before. Kinecopings will solve that problem for television, and Woods foresees multiple runs for TV pro-foresees multiple runs for TV pro-foresees multiple runs for TV pro-foresees multiple runs for TV pro-mined to the pro-tain the pro-t

Metro (Tracy) Among Others Bidding For Kingsley's 'Detective'

**Secretary Continued on page 55)*

NBC OK's Loesser

Tune After Nixing

NBC at first banned and the notayed last week the like place have been deady and the tune, "Baby, It's Cold Outside," a picture song by Pranch 100. NBC apparently didn't care for the content of the lyric at first, but what changed the net's mind sirt discloses. Buddy Clark at first, but what changed the net's mind sirt discloses. Buddy Clark at first, but what changed the net's mind sirt discloses. Buddy Clark at first, but what changed the net's mind sirt discloses. Buddy Clark at the novelosed Cotton (Club Vet Disab Shore for Columbia records; Margaret Whiting and Johnson tit it for Decca, and Mc-A's' disabilating is from the soundtrack of the film, "Neptune's Daupther," with East is from the soundtrack of the film, "Neptune's Daupther," with East is from the soundtrack of the film, "Neptune's Daupther," with East is from the soundtrack of the film, and Mc-A's' disabilating is from the soundtrack of the film, and Mc-A's' disabilating is from the soundtrack of the film, and Mc-A's' disabilating is from the soundtrack of the film, and Mc-A's' disabilating is from the soundtrack of the film, and Mc-A's' disabilating is from the soundtrack of the film, and Mc-A's' disabilating is from the soundtrack of the film, and Mc-A's' disabilating the sound the sound the sound that the sound that the sound the

4 Majors With Affiliated Music Cos. Want to Settle the ASCAP Case

Bitter intramural battle is being+ fought in top producer-distributor Chatterton May Do circles over proposed payments to the American Society of Com-posers, Authors and Publishers. The four companies which own interests in music publishing firms Paramount, Warner Bros., 20th-Fox and Metro—are said to favor working out a formula for compensation to ASCAP, while the other members of the Motion Picture Assn. of America and the indies reportedly are against the proe performing rights society.

the performing rights society.

Dispute grows out of the recent decision by Judge Vincent Ledwing Collection from the learning learning

equal to what it received via, its incare seat us, it is more and the intermediate of the intermediate of

out ASCAP-affiliated publishers. Non-affiliated producer-distribs admit there would be a considerable problem in being assured they'd have proper clearances if as a central source. They feel, however, that some other method paying for performing rights should be worked out, since they ariendly pay for synchronization ariendly pay for synchronization ariendly pay for synchronization to the Music Publishers Protective Assn.

Medico Slaps Show Biz For Psychiatry Mania Hartford, May 3.

Radio, films, press and maga were verbally spanked last week at the 127th annual meeting of the Institute of Living, wellknown mental hospital. Wielding the verbal whip was Dr. C. Charles Burlingame, psychiatrist-in-chief of

the Institute. "Radio, movies, press and mag-zine popularizations of psychiatry have reached nightmare propor-have reached nightmare propor-psychiatric thrillers blaring from the radio and psychiatric specia-cies splashed across film screens." He cited a syndicated newspaper story about a film actress who had he doe psycho-analyzed.

her dog psycho-analyzed.

"We may be becoming popular."
said the doctor, "but I doubt very
much if that type of popularity
will contribute to identifying psychiatry as a whole, or psychoanalysis in particular, with the
sound, realistic fundamentals of
medicine and other sciences."

'Menagerie' for WB

Hollywood, May 3.

Warners is reported dickering with Ruth Chatterton for the mother role in "Glass Menagerle," part created on Broadway by the late Laurette Taylor.

If deal goes through it will be Miss Chatterton's first Hollywood film since she co-starred with Walter Huston in "Dodsworth" for Goldwyn in 1936.

Closing of Schools Suspends New 'Hamlet' Preems Over Summer

Preems Uver Summer
Universal will suspend all new
openings of J. Arthur Rank's
'Hamlet'. Oscar-winning filmization of the Shakespeare classition of the Shakespeare classicase of the tremendous boxoffice
importance of student stendance,
it was learned this week. When
the shoots reopen did the shoot seed the
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on special deals made throughout the country with various faculty and student groups. In many spots, attendance at "Hantlet" has become a must on school curricula. To date, Rank has garned \$700,000 as his share of the film's \$11,000,000 as his share of the film's \$11,000,000 as his share of the film's \$11,000,000 as his share of the film's \$10,000,000 as his share of the film's \$10,000,000 as his share of the film's \$10,000,000 as his share of \$10,000 as his share of \$10,000 as his share share

profits against Us 30% distribution fee or approximately 55% of the entire rentals after deduction of advertising and print costs.

"Hamict" is still bringing in distribution of the still bringing in British pix 12 months ago. Film has now played or is currenting on British pix 12 months ago. Film has now played or is currently running in a total of 163 theatures. Additionally, "I' new dates have been set for May with more where been set for May with more where it is now in its 30th week. re it is now in its 30th week

NASSERS WANT 'SHOES' FOR FILM FOR BERLE

FUK FILM FUK BERGE.

Nothing has been signed yet, but
the Nasser Brothers are 'in the
talking stage' with Monte Proser
and Joseph Kipness on possibility
of lensing 'High Button Shoes.'
may be asked to take top role in
filmization of musicomedy. Dickering is going on in New York.
Berle. Incidentally, is slated to
come to the Coast this summer to
nail down film deals which have
stood Herry Colm wants him for
a Columbia comedy.

VARIETY

360th WEEK! 3,680 Performances me long run record in the tie theatre.

KEN MURRAY'S "BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal now in world-wide ret "BILL AND COO" Ken Murray's Academy Award Film

Boy Meets Girl' Theme Rapped

Washington, May 3. Washington, May 3.
"Boy mets girl" films, press, radio and television all received a going over last week at a Catholle Youth Work Conference here. Rev. Edgar Schmiedeler deelared that all too frequently the media contribute to the attitude that marriage is "a legal bargain most otten on bargain basement terms," on bargain basement rather than a holy union.

rather than a holy union deals of "All the marvelous medis of conditions and the state of the st

element.
"In a word," he said, "a changing man-made marriage has been substituted for God's own plan. The fundamentals given by God are resulted and the same of t

Chinese Terrorists' **'Protection' Demands** K.O.s Canton Pix B.O.

Canton, April 28.

A wave of terrorism in Canton theatres has suddenly been launched by bands of extortunists with several fatal bomb explosions with several fatal bomb explosions and the several fatal bomb explosions are staying away from the flickeries en masse, and fim business is down to a mere this key Chinese city. Authorities are trying to ansah the terrorists, but meanwhile only the most darter the several control of the sev Canton, April 26.

theatres.

Series of bomb incidents fol-lowed a refusal by exhibs to pay First explosion took place April 10 at the Grand theatre. Then, on April 17, a terrific explosion took place at the Sun. Wah theatre, kill-ing four patrons and injuring 70 others. Sun Wah is one of the best houses in Caution.

Theatre managers are sticking to their refusal to give up ransom money despite the threats of fur-ther incidents.

Trial Delays Censor OK On Dmytryk's 'Obsession' London, May 3.

Because of the strong resemsensational murder charge pending in England, the British Board of Film Censors has temporarily with-heid granting a certificate for "Ob-session," made in this country by Edward Dmytryk.

Decision was taken "in the in-terests of British justice." It was felt better to delay the certificate until completion of the trial, when the film will be formally okayed.

THE PALACE

The Palace is perhaps the most famous theatre in America today. Nostalgically, sentimentally and exploitively, the famed flagship of bigtime vaudeville has become a symbol in and out of show business. News that the Palace would revert to some form of vaudeville was greeded affectionately and almost with avidity from within show biz as might greet the news of a Stalin Paces and

The RKO Theatres veepee and g.m., Sol A. Schwartz, has wires The RKO Theatres veepee and g.m., Soi Å. Schwarts, has wires and letters from the great and near-great in such abundance as to cause him to observe that "if as many people come to our theatre as wrote in, were a circh." Sentimental vaudeville greats like Joison and Cantor, Jessel and Marx wired their blessings to the venture. Agents, for once, realistically recognize the limitations of the Paliace's vaude renaissance, and evidence the limitations of the Paliace's vaude renaissance, and evidence the limitations of the Paliace's vaude renaissance, and evidence him to present the present of the present

come back to the Palace."

The Palace has a great opportunity to reestablish itself in the affections of the public with its "round actors" to augment the infist-run features. But it will be done only by stressing that vaudeville, per se, can never enjoy its yesteryear greatness on its own. It will still be the host deceivers to the pleture. Schwartz and RKO booking executives Bill Howard and Dan Friendly realize that, by stressing that the eight-ract bill will be as good a show of live talent as \$3,000-\$4,000 per week can buy, Obviously, and particularly under present-day standards, it carly compete with the fantastic prices for headthers at the bearby deluxers, vaudeville with a feature and possibly a newsreel, three hours for 98c. top; half that scale on weekday matinese.

The esprit that RKO is receiving not only from talent but opposition showmen, whose nostalgia dictates their proffers of good will and even practical cooperation, however, will count for naught if the Palace doesn't meet the challenge. This is a showmanship chore which the management recognizes. House man-ager Herb Bonis, division manager Mike Edelstein, along with Schwartz, Howard, Friendly, et al., will have a tough, policing job to do.

They must blend tradition with the modern idiom. They must forget about primas with Spanish shawls on the Stelinway and corny lampshades to match. The wrangles for star billing, choice corny iampsnades to match. The wranges for star onling, endose dressing rooms, he railbur not be the metal or red with the control of the star of the control of the star of t

Paradoxically, an ultra-modern medium such as television is a prime factor in having given the Palace its vaude "comeback" impetus. Not forgetting an even more important, ultra-modern legal evolution - the Government's divorcement action - which compels theatres to enlist other showmanship aspects. Namely the pendulum's swing back to fiesh, which is something even the vaudeville diehards never anticipated.

*Abel.**

Paris Runaround By Borrah Minevitch

Paris, May 1.

Spring:-They're off-at Paris Pigeonholed: Jean Wallace (ex-Mrs. Franchot Tone) weather-caged for 18 hours in Gander on her flight here to spend a "make-sure" hour with her ex-then flew-right back to RKO.

Leonard ("New Faces") Sillman -"This is for me"-ing—Gay Paree. —"This is for me"-ing—Gay Paree.
Pickup twins: Radio Vanistry
mugg George (Pepsodent) Rosen
and, Ted (WNEW) Cott took Montmartre apart, left it that way, then
scooted off to Nice.
Instant love: Ed Gruskin (ECA
radio head) and his staff and viceversa.

Instant love. Ed Gruskin (ECA radio head) and his staff and vice-versa.

Att! easy-buck exhibitors: Dig out your old Valentine campaigns and the staff and the staff of the st

Thomson's Film Music. Sherwood's 4th Time. Spark Pulitzer Awards

Spark Fullitzer Awards
Radio and films made strong inroads in this year's Pulltzer Prize
selections despite their formal exclusion from, the listings. For the
first time a film score won the
office of the strong the strong the
first time a film score won the
office of the strong the strong the
first time committees cities
ton of Virgil Thomson's background music for the Robert Filten of Virgil Thomson's background music for the Robert Filten of Virgil Thomson's background music for the Robert Filser's Arthur Miller's Rudos for
Canal points of Pulliar and the
sa & radio scripter.

Pulltizer laurels for "Salesman"

as a radio scripter.
Pullitzer laurels for "Salesman"
give Miller a sweep of three
awards thus far this season in the
dramatic field, play having previously copped the New York
Drama Critics Circle nod and the
Antoinette Perry award of the
Child Company of the Company of the
Child Company of the Child Company

Robert E. Sherwood, who has garnered three previous Pulliser (1936), "Abe Lincoln in Illinoid "Interest Prizes for plays—"Idiol's Pulliser (1939) and "There Shall Be had pulliser award in the literal department, his "Roosevelt and Hopkins" being chosen as the years best hography, James Gould Code and the best novel and Dr. Roy Frank in Nichols" "The Disruption of American Democracy" was given the property of th

reck for "Terror and Decorum."
Journalism awards went to Malcolm Johnson, N. Y. Sun: C. F.
Trussell, N. Y. Times; Price Dir,
Baltimore Sun; Johnson Perice Dir,
Baltimore Sun; Johnson Perice Dir,
Washington Peat; Lute Pense, Wen'ark Evening News; Nathaniel Fein
Av. Herald Tribune, and the
N. Herald Tribune, and the
The individual awards, made for
the 32d time by the trustees of
Columbia U., N. Y., carry cash
prizes of \$300.

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New York 19, N. Y.

JOE SCHENCK'S 300 THEATRES

20th Nudges Yanks Into Abandoning All-American Duals for 25% Quota

Compromise agreement reportedly was reached at the recent Angle-American Film Council meeting in Washington by which the British agreed to try their best have the Gustaffeld and the State of the Washington by which the British agreed to try their best have the Gustaffeld and the Washington by which the British agreed to the Washington British exhibits the "unit" plan of exhibition in Endand. U. S. delegation was prompted to accept the compromise in threat by 20th-Fox that it evolud abandon the "unit" plan of exhibition was also to a state of the Washington on the "unit" plan of exhibition was also to a \$4.80 top. Nath there are not the other major distribution with the U. S. distribs that their product be double-billed in best plan of the winds was also to a \$4.80 top. Nath the Company reported with a special only with shother Yank pic. It has proved one of the stronger was sealed to a \$4.80 top. Nath theory, Floge grossed \$1.50 top. Nath the Washing the Outle-Billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribs that their product be double-billed in the U. S. distribution to the U. S. distribut

Goldwyn Readies 4 While Recuping

4 While Kecuping

Samuel Coldwyn, who was disharged from a New York hospital
last weekend after undergoing an
operation, is tentatively planning
to return to the Coast at the endcomparing at a N. Y. hotel, while
going ahead with plans for pix he'll
understand the coast of the coast
and the coast
and the coast of the coast
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a

Wolff Brit. RKO-Disney

mininger, Island IIIs.

Robert S. Wolff, local RKCORafio head, is managing direct
of the newly-formed RKCO-Wall
Damey British Froductions, Ltd.
Damey British Froductions, Ltd.
Damey British Froductions, Ltd.
Other members of the board are
Stephen L. Forwood, George a
Stephen L. Forwood, George IIIsland, it of
Dawson and Cyril James.
First Disney production in Britain will be "Treasure Island," to
be filmed in Technicolor with Bobother and the British British IIIsland, it is a
monument shortly.

Jespite Auction

David, O. Schmick's financial position is strong, it was learned in New York this week, and has nothing to do with the recent liquidading the properties of the properties of the properties of the properties of the properties is another to auction of his produced in the properties is add to have resulted from his desire to reach a final settlement, under cach a final settlement, under with his divorced wife, Irene. No. 2009. The properties is add to have resulted from his desire to reach a final settlement, under with his divorced wife, Irene. No. 2009. The properties of the properti

(Continued on page 18)

MULTI-COIN USAGES TO KEEP 'QUO' COSTS DOWN

of, which is available to other by producers on a rental basis, be producers on a rental basis, and the production of the studio with the production of this case, the production of the studio with the production of the studion of the studio with the production with the production with the studio with the production with the production with the studio with the production wit

UA, NAIFY CHAIN, OTHERS COMBINE

Theatre chain which Joseph M.

Theatre chain which Joseph M.

Scheller and current putting to be ceither and current putting to be ceither and current putting to be ceither and of the board will be one of the biggest and most powerful in the nation. It is expected in the part of the control of the control

Reds Not Mad At U.S. Pix. After All

First tick out of the Russians was

Geo. Skouras, Brandt-Cohen Would **Outbid Kingsberg-Odlum for RKO**

Ky. Derby Detours

Ky. Derby Detours
National The atres prex
Charles P. Skouras, who returned to New York Priday
Joseph M. Schenck in Miami
Joseph M. Schenck Control
Let a Late of the Charles
Let a Late of the Cha

RCA's Theatre TV **Equipment Rentals** To Back NBC Bid

The NBC offer to provide exclusive programs for theatrs. telled the provide and the provide an

(Continued on page 54)

First lick out of the Russians was heard last week on the deal negotiated by Eric Johnston last October for purchase by them of a company of the company of

National Boxoffice Survey

Hot Weather Hits Biz—'Yankee,' 'Belvedere,' 'Road,' 'Riley,' 'Women,' 'Undercover' Week's Leaders

Sudden arrival of unseasonably (20th) and "To Sea In Ships" warm weather is wilting the boxoffice in many keys this week. The Bosicas "Familiago," best are some of the bigger grossers in "some of the bigger grossers in "some spots but launching of a "strangers" looks big in St. Louis, the provide keys. The provide keys the provide keys the provide keys.

erous keys. "Connecticut Yankee" (Par) again is pacing the field by a wide margin. Second best is "Belvedere To College" (20th) while third place winner is "Flamingo Road" (WB), opened in some six key spots this stanza.

To College" (20th) while third fan (20th) looms wax in Cleve.

"Bad Bô." (Monol looks only so cleve, "Bad Bô

(20th).

Besides "Flamingo," best new entry unveiled during the week is "We Were Strangers" (Col). "Strangers" looks big in St. Louis, trim in Buffalo but just average in Boston.

"Red Canyon" (U), which was highly disappointing in N. Y., shapes big in Portland, Ore. "The Fan" (20th) looms okay in Cleve.

Hollywood, May 3.

Prominent exhibitor names are reported, figuring in some lively bidding for control of the new proported figuring in some lively bidding for control of the new sides siming to head of a combination of Malcolm Kingsberg, present RKO theater chief, and Eloyd B. Odlum, board chairman of Art of the circuit. Said to be vying with the Kingsberg-Odlum team in copular Howard Haghes' control-prev of Skouras theaten, and Harry Brandt, another New York circuit chief.

All the control of the circuit of the circuit chief.

In the circuit of the Kingsberg-Odlum comboned of the circuit chief.

In the circuit of the circuit of the circuit chief.

In the circuit of the circuit of the circuit chief.

In offer was all but accepted one week ago. Now, it is understood, Hingsberg-Odlum comboned castood, Kingsberg-Odlum comboned castood, Kingsberg-

(Continued on page 17)

RKO Sells Out In Butterfield

RKO has closed a deal to sell its minority partnership holdings in the Butterfield circuit to the present operators of the 125-theat operators of the 125-th

trust action.

Involved in the transaction is 10% of the outstanding common in; some 100 houses throughout Michigan and 25% in the balance. It is believed that the deal pre-(Continued on page 18)

Sid Silverman, President
West 48th St., New York 13, N. Y.
Hollywood 28
6311 Yucca Street
Washington 4
129 National Press Building
Chicaga 1
360 No. Michigan Ava.
London WC2
St. Martin's Pl., Tratalgar Sq.

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Bills 47 Chatter 54 Film Reviews..... Film Reviews
Inside Legit
Inside Music
Inside Pictures
Inside Padlo
Inside Pictures
Inside Padlo
Inside Television
International
Legitimate
Literati
Music Music
New Acts
Night Club Reviews.... Orchestra Pictures ... Radio Reviews Records Trank Scully
Television
Television Reviews
Unit Review
Vaudeville

DAILY VARIETY (Published in Hollywood by Daily Varlety, Ltd.) \$15 a Year—\$20 Foreign

Distribs Aim to Revise Entire Selling Structure; Aver Chains Been Getting Away with Murder Paramount is bitting a new three-pear production peak in May and June, with four neveroners added to three now the finance peak and did with four neveroners added to three now the finance period with the finance period and the peak and

Been Letting A

A "reformation" movement, injointing towards both boosted
rentals for major distribs and and to the big built of anti-trast,
and to the big built of anti-trast,
and to the big built of anti-trast,
and the big built of anti-trast,
and the big built of anti-trast,
and the built of the composition of the compositi

while rox-midwest and ream broke into open revolt against such innovations as offering product on bid to the highest taker, most of the circuits, it is said, are bowing to what is considered by many flimites as the inevitable. Objectives

Objectives
As against the big circuits, changes being pushed are: J. higher rentals; 2, saile of product occupatitive hid or negotiations; 3. encertaints of the competitive hid or negotiations; 3. encertaints of the circumsers; 5. resbuffling of runs. Getting set for company operations with few or no theatres, one of the big efforts is to reshape rentals; as that distribution can consider the company operations of the distribution can obtain the consideration of the company operations of the distribution can be considered to the company of the company of

Philly Exhibs Adopting 'Wait and See' Attitude On New 20th Clearance

Bing Chips Bone

Bing Crosby chipped a bone in his arm while leaping over fence for scenc in Frank Capra's "Riding High", and will be out of the shooting for a few days. Arm is heavily bandaged, but he cut his May 18 Phileo alrshow Mondaged. heavity
May 18 Phine
(2) with Rhonda Freu
Johnny Mercer,
May 25 airer has Kay Thompson
and the Williams Brothers as

Indies Persist 20th

exhibitors, warked with the knowledge that 20th-Fox has partially reversed itself by reopening adjustments on films sold in the New York metro politan area, became more confi-dent this week that the 20th drive for increased rentals is to be quietly shelved. Twentieth execs delared just as confidently, however, that the plan is still in the works and that some definite formula for obtaining the upped rentals in situations believed to be out of line will be forthcoming within the next week or so.

mext week or so.
Sales manager Andy W. Smith,
Jr., killed credits and adjustments.
In Y. when the 20th toppers met
with N. Y. exhibs several weeks
aco. Smith declared at that time
the situation had turned into a
go. Smith declared at that time
the situation had turned into
become almost automatic despite
the picture's boxoffice performance. Since then, it's reported
that almost 99% of exhibs in the
sector have rejused to book 20th
product. Company toppers then
them they were ready to sell at them they were ready to sell at old terms and the exhibs are re-portedly again doing business with them.

Smith admitted this week 20th might have "oversold the deal" by killing all credits and adjustments. He denled, however, that 20th is backtracking in its plans. He reit-

Walt and See Attitude
On New 20th Clearance
On Philadelphia, May 3.
Local attitude to 20th-Fox's new
elearance plan for first-run might have "oversoid the deal" by
elearance plan for first-run might have "oversoid the deal" by
elearance plan for first-run might have "oversoid the deal" by
elearance plan for first-run might have "oversoid the deal" by
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complished that purpose. "Deletion and it is an individual Libelhopes that it would attract new
readers."

"The builetin said at had secomplished that purpose. "Deleting the seeks, according to the
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to still might prove less and took up almost three columns.
Schedule was printed in agate, and
took up almost three columns.
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VARIETY 7 Shooting for Par In 3-Year Prod. Peak

Hollywood, May 3. simultaneously.

"I Married a Dead Man." Barbara Stanwyck-John Lund starrer, rolls May 23, with Mitchell Llesen rolls May 23, with Mitchell Liesen directing for Richard Malbaum, with Lafe Betger, Broadway these, making his film bow. Bob Hope's Technicolor: "Where Men Are Men," with Lucille Ball, goes June 1: Robert Welch produces, George Marshall directs," Betty Hutton-Fred Astalre Technicolor filmusical, which hits starting line June 11, with Norman McLeod directing for Robert Fellows. Alan Ladd-Phyllis Calvert. "Betty Hutton-Fred Astalre Technicolor filmusical, which hits starting line June 11, with Norman McLeod directing for Robert Fellows. Alan Ladd-Phyllis Calvert." "Betty Michael Calvert" and Ladd-Phyllis Calvert. "Betty Second Fellows Production, with Leyls Allen directing." Now shooting are "Sunset Bou-

Shelving Demands

Shelving Demands

Shelving Demands

20th May Extend 'Availabilities' Next to Pitt., N.Y.

New 20th-Fox "flexible avail-abilities" plan, introduced in Phila-delphia last week to completely revise that city's clearance setup,

terpind has ween to completely will be extended to other cities in will be extended to other cities in will be extended to other cities in which was a source of the clearance has gotten out of hand. Already at work in the Cleveland and Cheinmath areas, the plan will probably go next to Pittaburgh and may take shape in some woy. In the Saless manager Andy W. Smith, fr., outlined the plan to some 35 Philly exhibs at a meeting there that week. City, under the system, including one or more theatres, where there is more than one house, the run will be open to competitive bidding on a sliding scale arrangement. Polinian up. 20th the company has reduced, the clearance of the Fox, its own downtown showcase, from a former 28-day clearance to one of 21 Ullimate aim of the idea.

mer 28-day creatanddays.

Ultimate aim of the idea, Oitimate aim. or the idea, or course, is to get product out to the nelghborhoods much earlier so they can take advantage of the adpublicity devoted to the first runs. While 20th expects to get paid off (Continued on page 18)

N. Y. World-Telly Drops Film Guide: Too Costly

Fillie utilité, 100 LOSIII Failure of lits daily film guide to regult in an appreciable rise in cir-culation caused the N. Y. World-Telegram to drop the feature re-cently after a seven-week experi-cently after a seven-week experi-cently after a seven-week experi-cently after a seven-week experi-cently after a seven-week experi-tion of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control o

Crosby, 'Set-Up,' 'Ball Game,' 'Little Women, 'Belvedere,' April's Best B.O.

April's Golden Dozen

April's Golden Dozen

"Connecticut Yankee" (Par),

"The Set-Up" (RKO).

"Ball Game" (M-G).

"Little Women" (M-G).

"Little Women" (M-G).

"Little Women" (M-G).

"Little Women" (M-G).

"Kneck of Door" (Col).

"El Paso" (Par),

"Tulsa" (El.).

"Dream Is Yours" (WB).

"Joan of Are" (RKO).

"Undercover Man" (Col).

Rathvon Expects

"Kiks in Daré" (WB).
"Undercover Man" (Cob).

Rathvon Expects

To Set First Deal

N. Peter Rathvon, who has been lost for the past several weeks on is new ladle financing unit, exist that the last of the past with indee the last of the last with indee that he has one or five past with indee the last with N. Peter Rathvon, who has been east for the past, several weeks on his new Inde financing unit, expects to have his first deals set within the next few dox, he said four or five pacts with indie producers under negotiation and that one or two should be ready for ink before the well is out. He was not to be the said to have a superior of the said to have a superior with the said to have a superior with the said to have a sa

L. A. to I Martin Begley Louis Berg Joan Blondell A. Pam Blumenths Scott Brady Geraldine Brooks Oleg Cassini Charles D. Clarke Mrs. Gary Cooper. Ann Corio Donald Crisp Stanley Donen Hugh French Betty Garrett Jack Gertsman Jed Harris Betiy Garrett
Jack Gertsman
Jed Harris
Edward S. Hart
Cy Howard
Ina Ray Hutton
Jack Keller
Gene Kelley
Phil Krasne
Walter Lantz
Peter Lawford
Ida Lupino
Ann Millet
Jules Munshin
Joseph Pasterna Joseph Pasternak Buddy Pepper Thelma Ritter Hal Rosson Adela Rogers St. John Edward Schellhorn Edward Schellhorn
George Sealon
Don Sharpe
Norman Siegel
Lela Simone
Frank Sinatra
Sam Splegel
K. T. Stevens
H. Paul Warwick
Margaret Whiting
Bob Williams
Collier Young
N. Y. to L. A.
Lyle Betters

Lyle Bettger John Bourke Steve Broidy Bette Davl uel Goldwyn Mildred Munson Anna Neagle Quentin Reynolds
William Grant Sherry
Herbert Wilcox
Michael Wilding Although not getting started un-til the final two weeks in the month, Bing Crosby's "Connecti-cut Yanke" [Par] is soaring to jon point in Condent of the Connection of the point in Condent of the Connection of the ents in some 22 representative of the successful comedy to have finished first with big totals for two weeks first with big totals for two weeks first with big totals for two weeks the connection of the connection of the point of the connection of the connection of the last which were the connection of the last week on second stanza of the run.

been doing surprisingly weit that far,

"Life of Ritey" (U), "Bride of Vengeance" (Tar) and "Outpot in Moreover" (U and the past most and though "Bride" has had earlied and though "Bride" has had earlied when the sold heavily in sweeping three-state preem, saye of we are weeks on later playdates. "Outpot (Continued on page 18)

N. Y. to Europe N. Y. to Lu
Abe Aaronsohn
Stephen Alexander
Lucinda Ballard
Robert Clark
Jerry Dale
Susan Douglas
Doris Fisher
C. H. Gershenson
Ferris Hartmen
Mrs. Hal Horne
Virgil Jackson Virgil Jackson Virgii Jackson
Sir Alexander Korda
Robert Lantz
Arthur L. Mayer
William Moffat
Kate O'Brien
Lily Pons
Liam Redmond
Rob Roberts

Bob Roberts Mrs. Edward G. Robinson Sherice Weingarten Europe to N. Y.

Jane Barrett Norman Bel Geddes Cecll Bernstein Cheryl Crawford Norman Bel Gedde Ceell Bernstein Cheryl Crawford Ruth Draper Kathryn Grayson Ben Henry Johnny Johnston Robert Lewis Frederick Lonsdale Iving Maas Margaret O'Brien Gabriel Pascal George Rosen

STILL HERE

Henry Morgan

SEMENENKO VS. YOUNG IN EL

IJA Still Seeking Means to Get Its 50% in Odeon Out of England in \$

Continued efforts are understood-being made by United Artists to find a formula for turning into dol-lars one of its principal assets-its holdings in the Odeon efforut in England. Arthodom of the continue of the continue of the following of the continue of the discovering a way to put the shares to work as one of the major items on his agenda.

items on his agenda.

The Odeon holdings, valued at about £750,000 (\$3,000,000), figured importantly in the recent negotiations by the Nasser brothers for the purchase of UA. Inability to find a means for converting the states into dollars converting the states into dollars was one of the converting the states and the state of t

putting them to work was one of things causing the deal to fizzle.

The Odeon stock has long been source of dismy to kill owners a source of the source of

Lesser U.S. Distribs Of British Pix Very

Of British Pix Very

Q.T. on American B.O.

In its storts to collect figures on low well British pix are doing in the U. S., the Motion Picture Assn. well as the pix of the pix

Gould To Rep Italian, Dutch Filmers in U. S.

Dutch Filmers in U. S.

Walter Gold has reportedly made deals with Feruccio Cara melli and Brits Strengholt to act as their U. S. reps when he with a spant of the strengholt will off the strengholt will be strengholt will off the strengholt will be strengholt will be

20th's Savings

ZUIN s. Davings
Twentieth-Fox saved \$729,144 during 1948 as result of
amendments pushed through
during the year, affecting its
retirement plan. Total cost of
the plan came to \$1,485,488,
against \$2,21,4682 in 1947,14682 in 1947,
maded cost of all past services
amounted to \$7,905,000, company reveals. pany reveals.

Two amendments are now in effect. Maximum salary or which benefits are computed has been slashed from \$50,000 to a present \$30,000. Addito a present \$30,000. Addi-tionally, period over which past service costs are funded has been stretched to 40 years from a previous 11 years

F&M Settles With 20th and Par

St. Louis, May 3. St. Louis, May 2.

In one of, the two open disputes, with the big circuits eropping from the distribe determination to 20th-Fox have reportedly come out on top. It is understood that both majors obtained the terms orige marked the control of the dispute distribution in a settlement of the dispute reached here this week. As a result, both companies have reached here with the big St. Louis challa, also with the big St. Louis challa.

mionialiu Trea Requests
Supreme Court vesterday (2)
nhod a request that it hear an
request that the circuit court
had ruled against A. B. Monnad
na it rebbe annoge and criming
against Universal Exchanges, Melpolistibuting Corp., 20th-Fox,
Vitagraph, RKO Distributing Corp.
Vitagraph, RKO Distributing Corp.
Monnand won a \$287.161 verific.

FRESH INTERESTS

Going on behind the scenes in the difficult situation through which Eagle Lion is currently passing is a sharp duel between two tituns of finance, Serge Semenenko and Robert R. Young. Boston banker Semenenko, as descher in the semenenko, as the semenenko, as the controlling stockholder. While the nutrous of the presentation of the presentation of the semenenko, as the controlling stockholder. While the nutrous of the presentation of the semenenko.

company from Young; who is the controlling atockholder.

While the outcome of the present schim, which extends down a schim, which extends down the production-distribution organization, it can be said authoritatively that there is no authoritatively and the production again that present dissensions may a turnoil for a while to come, but that it will be back into production its own shortly and resume efforts of the production of

After Arthur L. Mayer Resigns in Germany -He Plans Italo Prod.

He Plans Italo Prod.

Arthur L. Mayer. director of the motion picture. William of the motion of the

Unthawed British B.R. Cancels 'Trilby' Prod.

Cancels Trilby Prod.

Inability to utilize frozen sterling to finance a British production of Trilby has forced Jesse Lasky. The state of the state

BANKER FAVORS | Cinecolor and Film Classics In Splitup: Bernhard Heads Latter

Sears-Young Talks

Scars-Young Talks
Robert R. Young, controlling
stockholder in Eagle Lion, and
Gradwell L. Sears, prez of
United Artists; have been
meeting together in New York
during the past week, but
what purpose. Queried about
the hush-hush sessions, the
principals and their alder
replied: "No comment."
Trade observers hold little
Trade observers hold little
of a merger of the two companies, since neither has assets
which would be of value to the
other. There was some speculation, however, that Young
Sears into heading EL with
promises of an important
stock interest; in the company. promises of an important stock interest in the company,

'48 4th Otr. In 8% Sales Dip Washington, May 3,

Washington, May 3.

Sairs of the film distributory dived about the film distributory dived about the film distributory dived about the film distributory distributory distributory distributors of figures for eight large companies reported by the Securities and Exchange Commission. The dip was change Commission. The dip was the film duarter of 1948 was only slight. The eight distributors included in the report were: Columbia, Lecev's, Mpongram, Paramount, Lecvi's, Mpongram, Paramount

Breakdown by companies shows the following (first figure is fourth quarter; second figure third quar-ter; and third figure is the fourth ter of 1947

quarter of 1947).
Columbia: \$8,525,000; \$8,668,000; \$7,172,000. Col foreign subsids had no figure available for the last quarter of 1948. For the third quarter they listed \$3,674,000; and for the final quarter of 1947, \$4,...(Continued on page 18)

Harry Goetz's New Gasparcolor Film

Still another new tint process, Gasparcolor, is expected to be ready for announcement soon. Its development has been financed by Harry Goetz, for many years asso-ciated with Consolidated Film In-dustries, Republic, Paramount and other companies. other companies.

other companies.

Goetz is understood forming a new setup to market the process in association with Dr. Bela Gaspar, who invented the system in Hungary and perfected it here. Method is said to require no special cameras, is cheaper, and it can be lineated to studio's own labs for processing.

Shirley for 'Corliss,' Sequel to 'Kiss-Tell'

Sequel to 'Kiss-Tell'
Hollywood, May 3.
Shirley Temple is expected to ink a deal this week to star in 'A Kiss for Cortiss' with Marcus Leew. 2d, and Colin Miller producing. Richard Wallace will direct with tentative July 8 starting date set. United Artists will release.

Ing date set. United Artists will, release, remple will move from write and the set of t

Divorcement of Cinecolor and Film Classics, following a two-year ilique, is expected to be initiated this week. Move has been in the discussion stage for some months of the complete of the control of the complete of the co

into the presidency or boundaries.

Bernhard, when he recently resigned as Cine prexy, retained the lop spot in FC. He'll continue to head the distribution-production company and be its principal stockholder when the two firms are unscrambled.

Roembard has been in favor of

stockholder when the var man-unserambled.

Bernhard has been in favor of
Bernhard has been in f

A great many details must be worked out, however, before the action can be presented to Cine-color stockholders for their (Continued on page 48)

Canadian Population Influx Seen as B.O. Boon by Joe Franklin

Boon by Joe Franklin
Increased imagration into Cansta is a season of the control of the constate in the control of the control of the constate in the control of the

C. P. Skouras' Big Wage Despite NT Settlement

Despite NT Settlement

Because of the terms of settlement of the minority stockholder action against 20th-Fox, Charles French and the settlement of the minority stockholder action against 20th-Fox, Charles French and Fre



HEADING YOUR WAY WITH THE GREATEST STORY THIS INDUSTRY HAS EVER KNOWN!



KEEP IN STEP with the company that keeps proving here's



No Business Like 20 Business



New, Strong Pix Help L.A.; 'Champion' Wham \$55,000, 'Jennie' Small 32G, 'Flamingo' Sultry 63G, Bing \$39,000

New strong product is boosting in the first boosting by the first boosting the first boosting the first boosting the first book of the fir

"Connecticut Yanke" looks just and god secko 55,000 in furo pramount bouses. "Life of Riley" looky just to the second at \$30,000 in two Paramount bouses. "Life of Riley" is only fair ture in Ballimore" is very dull \$10,000 in two spots. "Portrait of Jennie" as shaping for small \$32,000. Second for two spots. "Portrait of Jennie" as shaping for small \$20,000 in two processes of the second for two processes of two processes of the second for two processes of the second for two processes of the second for two processes of two processes of the second for two processes of two processes o

and "Search Danger" (EU) (2d wk).
23,10,000. Low's State. Dovids.
23,10,000. Low's State. Dovids.
24,1000. Low's State. Dovids.
25,1000. Low's State. Dovids.
26,1000. Low's L

"Shamoock Hill" (EL) 2d wk), nice 130,600 here, with \$23,700 in 5 310,600 here, \$0.511... \text{Avenue} \text{2.10} \text{Panalages}, \text{Hillstreet} (PanalRo) \text{Panalages}, \text{2.10} \text{Panalages}, \text{2.10} \text{2.10}

\$2.40\to Red \$100\$\$ (ED) (100\$\$ (\$6700. Four Star (UA-WC) (900; \$1.20\$\$ (2.40)\to "Hamlet" (U) (27th wk). Down to \$4,000. Last week, good \$5.300. *Mons. Vincent" (Indie) (3d wk). Near \$5,500. Last week, sturdy \$6,000.

INDPLS. IN SPRING DIP:

INDPLS. IN SPRING DIP,

'JENNIE' THIN \$9,000

First min Indianapolis, May 3.

First min Indianapolis, May 3.

First min Arrive of the Control of the Control

Broadway Grosses

Estimated Total Grew
This Week \$577,500
(Based on 17 theatres)
Last Year \$652,000
(Based on 22 theatres)

'Flamingo' Hefty \$30,000 in Philly

Philadelphia, May 3.
Fair biz affirst-runs here this week, with only top product getting a real play. Standout is "Fiamingo Road" at Masthaum, hefty and biggest coin in town. Other and biggest coin in town. Other and the standout of t

Estimate for This West
Estimate for This West
Adding (WB) [1,303, Sc 89)...
Adding (WB) [1,303, Sc 89)...
Adding (WB) [1,303, Sc 89)...
Adding (WB) [1,303, Sc 89]...
Adding (WB) [1,303, Sc 89]...
Adding (WB) [1,303, Sc 89]...
Adding (WB) [1,304, Sc 89]...
Adding (WB) [1,304,

Ozoners Hit St. Loo Biz; 'Strangers' Big \$14,000

Lighting of five St. Louis, May 3.
Lighting of five St. Louis county
drive-ins, opening of midget auto
racing season and police circus are
furnishing big opposition to mainstem houses here this week. Of the
big Fox, is leader but only
mild. Biggest showing comparaitvely is being made by "We Were
Strangers," big at the Missouri.
Estimates for This Week

Port. Loaded With H.O.'s; 'Undercover Man' \$8,000

Fort. Loaded With H.U.'s;

'Undercover Man' 88,000

Portland, Ore. May 8.

Biz in downtown houses is up this week despite the large number of the large state of the

\$8,500.
Mayfair (Parker) (1,500; 50-85)—
"Red Canyon" (UI) and "Jungle
Jim" (Col). Big \$7,200. Legit show

Heat Clips Det., 'Pacific' \$25,000

Detroit's first touch of 80-degree temperatures this season is cutting deeply into film bit this round. 'Canadian Pacific' at Fox looks best at \$25,000. 'Connecticut Seen silping a bit in Sascendo Seen silping a bit i

000. Estimates for This Week Process of Floor Shift of 15,000. 70-69.—
"Case Floor Shift of 15,000. 70-69.—
"Case Floor Shift of 15,000. 70-69.—
"Case Floor Shift of 15,000. 70-69.
"Case Floor Shift of 15,000. The 15,000. Estimates for This Week

Fabrish \$10,000.

Adam (Balaian) (1,700,70-85).

"Little Women" (M-G) (2d wk).

Oke \$10,000. Last week, \$15,000.

Downtown (Balaban) (2,900; 70-85).

"Brie" (M-G) and "Kidnapped" (M-G). Dull \$12,000. Last week.

"Life of Riley" (U) and "State Department — File 649" (FC). (2d wk), \$7,000.

State Dept.'-Cole Trio Smash \$20,000 in Buff

Smash \$20,000 in Buff Smash \$20,000 in Buff Smash \$20,000 in Buff Smash \$20,000 in Buff Smash \$20,000 in Sma

'Riley' \$24,000, 'Belvedere' 23G in Hub. Both Nice: 'Strangers' Unexciting 31G

Key City Grosses

Estimated Total Gross

This Week . \$2,685,000
(Based on 24 cities, 206
(Based on 24 cities, 206
(Based on 27 cities, 206
(Based on 28 cities, 206
(Based on 20 cities, 201
(Based on 20 cities, 201

'Pacific' Best Bet In Cincy, \$11,000

Cincinnati, May 3.

Trade generally is in a seasonal trend here and a shade brighter than last week. "Portrait of Jennie" and "Dream is Yours," both above par, are neck-and-neck for top coin but "Canadian Pacific," other new pic, is comparatively stronger with tall total.

Albee (RKO) (3.100; 50-75)—
"Portrait of Jennie' (SRO), Mod-reate \$13,000; Latt week, "Knock on Capital (MKO) (3.00; 50-75)—
"Ittle Womer (M-G) (3.00; 50-75)—
"Little Womer (M-G) (3.00; 50-75)—
"Little Womer (M-G) (3.00; 50-75)—
"Little Womer (M-G) (3.00; 50-75)—
"Canadan Paclife" (270h), Sturdy (1.00), Surdy (1.00), Surd Estimates for This Weel

D. C. Brisk; 'Yankee' Hep \$23,000, 'Flamingo' Trim 18G, 'Jennie' Big 12G, 2d

186, 'Jennie' Big 126, 2d

Washington, May 3.

It's a general was a second control of the contro

(RKO), okay \$10,000 but below hores.

| Helman '1,800, 44.74, | Medical Helman '1,800, | Medi

'Pacific' Not Fast in Mild Toronto, \$15,000

Mild Toronto, \$15,000
Mild Toronto, \$15,000
Toronto, May 3.
To

set in around town, with new product getting plenty of opposition from day and night ball games and from day and night hall games and neighboring race track. Result is that ples which should do well are not much more than average. "Life of Riley" at Memorial and "Mr. Belvedere Goes to College" at Met lead pack. "We Were Strangers" at Orpheum and State shapes just average.

Estimates for This Week Astor (Jayeox) (I,200: 40-85)—
"Pride of Yankees" (RKO) (3d
wk). Winding up with mild \$4,500
after fair \$5,800 for second:

atter fair \$5,800 for second.

Booton (RKO) (3,200, 40-85;—
"City Across River" (I) and
Daughter of Jungle" (Rep) (24
wk). Okay \$16,000. First week was
big \$21,000, way over hopes.

Exeter (Indie! (1,100; 45-75);
Mons. Vincent" (Indie) 3(3d wk).
Nice \$5,000 after okay \$7,000 in
second.

second.

Fenway (NET) (1.373; 40-85)—
"Dream Is Yours" (WB) and "Rimfire" (SG). About average \$8,000.
Last week, "El Paso" (Par) and
"Duke of Chicago" (Rep), same. Mayflower (ATC) (700; 40-85)—
"Tulsa" (EL) and "Ladies of Chorus" (Col) (3d wk). Fair \$4,000 after \$4,800 last week.

Memorial (RKO) (3.500: 40-85)—
"Life of Riley" (U) and "Feathered
Serpent" (Mono). Nice \$24-000,
Last week, "Adventure in Baltimore" (RKO) and "Clay Pigeon",
(RKO), disappointing \$17,500.

(RKO), disappointing \$17,500.
Metropolitan (NET) (4,376; 40851—"Mr. Belvedere To College" (20th) and "Homicide" (WB). Nice \$23,000. Last week, "Connecticut Yankee" (Par) and "Tuna Clipper" (Rep) (2d wk), \$17,000.

Orpheum (Loew) (3,000; 40-85)—
"We Were Strangers" (Col) and
"Crime Doctor's Diary" (Col)
Average \$20,000. Last week, "Little
Women" (M-G) (2d wk), nice \$19,600.

Women (McG-) (McT, nec 31), Paramount (McT) (1,700: 40-85)
—"Dream Is Yours" (WB) and Kimfire" (SG), Pair \$12.00, Last week, '2B Pass" (Par and 'Duke week, '2B Pass') (Par and 'Duke week, '2B Pass') (Par and 'Duke week, '2B Pass') (Par and 'Bomba') (Jono). So-30: 10,000-Last week, 'Tules' (EL) and 'Ladies of Cho"Tules" (EL) an

'Riley' Sturdy \$12,500. Seattle: 'Game' Fat 11G Seattle, May 3.

"Life of Riley" shapes standout here this week, with "Ball Game," also blg, taking second money, Second stanzas for "Connecticut Yankee" and "Belvedere To Col-lege" are still doing smash trade. Estimates for This Week

Coliscum (H-E) (1,877; 50-84)—
"Shot Jesse James" (SG) and
"Duke of Chicago" (Rep. Slow
\$7,500, Last week, "Force of Evil"
(M-G) and "Brothers In Saddle"
(RKO), \$5,500.

Fifth Avenue (H-E) (2,349; 50-84) — "Little Women" (M-G) and "Tucson" (20th) (3d wk). Swell \$5,-000 in 4 days after trim \$9,800 last week.

week.

Liberty (Theatres, Inc.) 11,650,
50-841 — "Connnecticut Yankee"
(Par) and "Blondle's Big Deal"
(Col) (2d wk). Great \$11,000 after
tast week's smash \$16,200.

Mussic Box (H-E) (850; \$1,20-\$2,49)—"Red Shoses" (EL) (2d wk).
Good \$7,000 after nice \$7,600 last
week.

week.

Music Hall (H-E) (2,200: 50-84)—
"Belvedere To College" (20th) and
"Cheated the Law" (20th) (2d wk).
Still sock at \$12,000. Last week big
\$14,800.

\$14.500. at \$1.500. test \$1.500. cs. \$1.50

Vacation, Mild Weather Helps Chi: 'River'-Contino Unit Lusty \$55,000. 'Flamingo'-Blair-Borge Rugged 53G

with the entry of nine new bills backed by school vacation and sunny weather. Chi grosses is currently on upswing. However, several pics, are Sock exploitation job on "City Arcoss the River" plus Dick Contino unit on Oriental stage should garner busy \$35,000. Chi contino unit on Oriental stage should garner busy \$35,000. Chi contino unit on Oriental stage should garner busy \$35,000. Chi contino unit on Oriental stage should garner busy \$35,000. Chi contino unit of the contino unit

Seamon, 10. Sea in Snips, 48 Woods and bright with 355,000 SOS sinusarine, at Carried is bright and the state of the state

Grand (RKO) (1.500; 75-\$1.25)— "Joan of Arc" (RKO) (6th wk.) Tidy \$17,000. Last week, big \$21,-

sion" (M-G, (co.) (1907

'Mother' Bright \$15,000 In Prov.; 'Riley' Ditto, 'Enchantment' NSH 17G

Providence, May 3.
Fairly hefty all around though Sunday summer-like weather cut in. On the neat side are Majestic's "Mother is Freshman" and RKO Albee's "Life of Riley." Loew's State is not big with "Enchantment."

Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include the U. S. amusement

Belvedere' Boff \$22,000 in Cleve.

Shoes" (EL) 188h wk), smart 85, map 18, map 18

K.C. Oke; 'Flamingo' Hot

\$15,000, 'Mother' 14G, Undercover' Fancy 12G

Undercover Fancy 12G

Product Kansas City, May 2.

Production of the Continuation of t

Abbee is "Life of Riley" (U) and "The Real" (Riley) (U) and Jerry Wayne haken-day (Riley) (Riley) (U) and Jerry Wayne haken-day (Riley) (Ri

New Pix Bolster Mont'l.; 'Blade' Keen at \$13,000

New pictures in most deluxers this week should maintain steady. biz. "Gallant Blade" shapes as best of newcomers. "Song of India" also is nice.

ce. Estimates for This Week

Jis nice.

Estimates for This Week
Loew's (C. T.) (2,855, 40-63)...

Loew's (C. T.) (2,855, 40-63)...

Off sharply to \$12,000 after good second at \$19,800.

selfold (C. S. 12,000 after good second at \$19,800.

selfold (C. Mille'' (G. 400...

with Down to \$11,500 after strong \$18,500 opens** (W. 8).

Signature (C. 100...

"John Down to \$11,500 after strong \$15,000. Last week, Dear to Heart' (RKO), \$12,300, 123, 44-60)...

"Gallant Blade ("Col.) Sharp \$1,000. Last week, "Whippering \$1,000. Last week, "Whippering \$1,000. Last week, "Whippering \$1,000. Last week, "Whippering \$1,000. Last week, "C. 10,000. And "Clary Colh, Sock \$1,000. Last week, "Pigeor" (RKO), \$3,000.

"Orphesm (C. T.) (1,104, \$4,40)...

"Song of India' (UA) and "Strong Victoria (UA) and "In Court" (UA) (2d wis) \$7,000.

Crawford Torrid \$18,000 in Balto

Baltimore, May 3,
Trade is back in the doldrums
with the lone bright spot the Stan-ley where "Flamingo Road" is
stretching for a big figure. "Por-tratt of dennie" and "Tulsa" are
not up to expectations. Rest of
downtown list even milder.

Estimates for This Week Century (Low-Unit (2000, 30-80)—1017 (Low-Unit (20 Estimates for This Week

On Door," (Col) and vaude headed by Billy Gilbert 2d wk), oke \$12,Bolly Gilbert 2d wk), oke \$12,Keilk's (Schanberger) (2,490; 201) (3d wk). Holding well at \$10,000
400.

May Gilbert 1 41,000
400.

Mey Michaell (1,800; 20,60)

Michael

Bing \$18,000 Tops In Mpls.; 'Ships' Hefty At \$12,000, 'Game' Big 6G

p1L, UUU, MB Bg 06
A powerful may 08
A powerful

Warm Weather Hits B'way; 'Strangers' 36G. Baltimore'-Madriguera Dim 35G. 'Undercover'-Ellington-Eckstine 82G,2d

for "Africa Screams" opening todage-cond week of "Under-cover" coming in May 12.

dage-cond week of "Under-cover" coming in May 12.

dage of the Coming in

Estimates for This Week

Astor City Liny I. 1309; 693-150 of whi. First week ended last night (Tues.) hit nice \$38,000 or less. Red and the state of the state of

Despite three new bills that "Ball Game" McG. (8) we, shorage Broaches effectual hadrines of grants and the state of the s

But 'Riley' Modest 11G: 'Undercover' Oke \$13.000

UnderCover Uke 31,3,000

New product is on tap at most of the product is on tap at most of the product is on tap at most of the product is on tap at most observed in the product of the product is on the product of th

wn. Estimates for This Week

Satinates for This Week
Mary Anderson (Peope's) C1-209; 45-63—"Kiss in Dark' (WB) 200
Modest \$7,000. Last week, "South
500. Last week, "South
500. Last week, "South
600. Last week, "South
600. Last week, "Since
You Went Away" (UA), \$4,500.
Well Mary (UA), \$4,500.
Well Away" (UA), \$4,500.
Well Away (UA)

Yankee' (Par'), sock \$17,000, and \$5.65\\
\text{State Loves' \$3,000, \$45.65\\
\text{Undercover} Man' (Col) and \$3.00\\
\text{Make Believe Ballroom' (Col)}. \$5-50 \$13,000. Last week, "Little \$3.00\\
\text{Col} Man (20 wk), excellent \$14,000. \\
\text{Under Man (Mon) (2d wk), excellent \$14,000. \\
\text{Million Dollar Weekend' (Ek).} \\
\text{Million Dollar Weekend' (Sk).} \\
\text{Million Dollar Weekend'

'Ships' Sails Smoothly In Denver With \$16,000

In Denver With \$16,000

Weather is takener. May 3.
Weather is strong enough in second week to stay a third at 1.
Denham dener. It is strong enough in second week to stay a third at 1.
Connecticut Vankeer. Weather Control of the second week to stay a third at 1.
Connecticut Vankeer. May 4.
Denham (Cock/III) (1.736) 32-74.
Connecticut Vankeer. Weather Control of the second of the secon

500, Last week. "Mother Is Freshnam" (20th) and "Moonrise" (Rep),
\$3,700.

10 m' (10-1) and "Sourise" (Rep),
\$3,700.

10 m' (10-1) and "Court (Rep),
\$3,700.

10 m' (10-1) and "Court (Rep),
\$1,500.

10 m' (10-1) and "Court (Rep),
\$1,500.

10 m' (10-1) and "Best
Man Wins" (Col), \$14,500.

35.74).

"Iffe of Rilep" (U) and "Best
Man Wins" (Col), \$14,500.

35.74).

"Iffe of Rilep" (U) and "Judge"
(FC), slso Esquire, Good \$10,000.

Last week, "Shot Jesse James"
(SC) and "Return of Wildfre" (SG).

"Wogue (Art Cheman (360; 80-90).

"Mons, Vincent" (Indie) (2d wk).

SUII good at \$2,500. Last week,
\$3.

"Wolve (RC) (750; 35-74).

"To Sea in Ships" (20th) and "Tuscon"
(20th), also Denver. Fair \$2,000.

Last week, "Mother is Freshman"
(10), and "Moontise", 20th), \$2,



A nationwide survey was conducted by Motion Picture Research Bureau. 1000 fans were interviewed in 18 cities from Coast to Coast as to which company consistently turned out the best pictures within the last few vears. M-G-M was voted tops by the public in each of the 18 cities and the overall result was M-G-M 42%, next Company 15%, etc. 1000 exhibitors were circularized as to the movie Trade-Mark most popular with their patrons. The M-G-M Trade-Mark was voted tops with 71%, next Company 27%, etc.

VOTED TOP MOVIE TRADE-MARK!

The Roaring Lion, voted the top movie trade-mark, fulfills its obligation of leadership with the greatest production activity in our history. And we back our product with more advertising in newspapers, magazines and radio than any other company. You'll be happy to show the Friendly trade-mark on your screen all through M-G-M's Anniversary Year. Here are pictures to be proud about:

"LITTLE WOMEN"

(Technicolor) June Allyson . Peter Lawford Margaret O'Brien . Elizabeth Taylor Janet Leigh

"TAKE ME OUT TO THE BALL GAME" (Technicolor)

Frank Sinatra . Esther Williams . Gene Kelly Betty Garrett

"THE BARKLEYS OF BROADWAY" (Technicolor)

Fred Astaire . Ginger Rogers . Oscar Levant

"THE GREAT SINNER" Gregory Peck • Ava Gardner • Melvyn Douglas Walter Huston • Ethel Barrymore Frank Morgan

"THE STRATTON STORY" James Stewart - June Allyson - Frank Morgan Agnes Moorehead . Bill Williams

"THE SECRET GARDEN" Margaret O'Brien . Herbert Marshall Dean Stockwell

"EDWARD, MY SON" Spencer Tracy . Deborah Kerr "BORDER INCIDENT" Ricardo Montalban . George Murphy "NEPTUNE'S DAUGHTER" (Technicolor)

Esther Williams . Red Skelton Ricardo Montalban . Betty Garrett Keenan Wynn . Xavier Cugat

"IN THE GOOD OLD SUMMERTIME" (Technicolor)

Judy Garland . Van Johnson "THAT MIDNIGHT KISS"

(Technicolor) Kathryn Grayson • Jose Iturbi Ethel Barrymore • Mario Lanza

"ANY NUMBER CAN PLAY" Clark Gable . Alexis Smith

"MADAME BOVARY"

Jennifer Jones . James Mason . Van Heffin Louis Jourdan

> "THE FORSYTE SAGA" (Technicolor)

Errol Flynn . Greer Garson . Walter Pidgeon Robert Young . Janet Leigh

"CONSPIRATOR" Robert Taylor . Elizabeth Taylor

"SCENE OF THE CRIME" Van Johnson · Arlene Dahl · Gloria DeHaven Tom Drake

"BATTLEGROUND"

Van Johnson • John Hodiak Ricardo Montalban . George Murphy Marshall Thompson

"THE RED DANUBE" Walter Pidgeon . Peter Lawford Angela Lansbury . Janet Leigh "ANNIE GET YOUR GUN"

(Technicolor) Judy Garland . Howard Keel . Frank Morgan Keenan Wynn . Edward Arnold

Spencer Tracy • James Stewart

Yalentina Cortesa • Sydney Greenstreet

John Hodiak • Lionel Barrymore

"BODIES AND SOULS" Glenn Ford - Janet Leigh - Charles Coburn Gloria Dellaven

> "KEY TO THE CITY" Clark Gable . Loretta Young

"SIDE STREET"

Farley Granger • James Craig Cathy O'Donnell • Paul Kelly

"ON THE TOWN" (Technicolor)

Frank Sinatra • Gene Kelly • Betty Garrett Vera-Ellen • Jules Munshin • Ann Miller

Home of the Brave

Home of the Brave
United Artists release of Seree Plays
(Stanley Kramer) production: Robert StillBasic Robono. Screenpilsy, Carl Foremanbased on play by Arthur Laurentz, must
based on play by Arthur Laurentz, must
based on play by Arthur Laurentz, must
be constructed to the Control of Carlo
Harry Gerriad; asst. director, Ivan VolkHarry Gerriad; asst. director, Ivan Volkmust J. R. Babin; poem. Bw. Berriam,
Reviewed in projection room, N. Y. Ruming time, 89 MLSS.

NS.

Douglas Dick
Steve Brodie
Jeff Corey
Lloyd Bridges
Frank Lovejoy
James Edwards
Cliff Clark

"Flower by the Server of the Party of the Server of the Se

bealth and to remove the symbol of hat and prejudice that had clouded his mind.

In the property of the property of the story of four others on the recon-nissance mission to a Jappield South Pacific Mills of the property of the South Pacific Mills of the property of the South Pacific Mills of the property of the mission, with his feeling of deep responsibility, a engesin who has liness, has fallen in love with an-other man back home; the close friend of the colored boy, who had bigoted corporal who takes delight in batting the Negro because of lines in the properties of the property of the property of the property of the property of the lines, had been also the property in the fight against the man-made and the property of the pro-man's adaptation, and Mark kho-meter of the property of the pro-man's adaptation, and Mark kho-meter of the property of the pro-man's adaptation, and Mark kho-meter of the property of the pro-man's adaptation, and Mark kho-meter of the property of the pro-man's adaptation, and Mark kho-meter of the property of the pro-man's adaptation and Mark kho-meter of the property of the pro-man's adaptation and hark kho-meter of the property of the pro-man's adaptation and hark kho-meter of the property of the pro-man's adaptation and hark kho-meter of the property of the pro-man's adaptation and hark kho-meter of the property of the pro-man's adaptation and hark kho-meter of the property of the pro-man's adaptation and hark kho-meter of the property of the pro-tance of the property of the property of the pro-tance of the property of the property of the pro-tance of the property of the property of the pro-tance of the property of the property of the pro-tance of the property of the property of the pro-perty of the property of the

the story of any vietn of support hates, and the same state of the sta

Africa Screams

AIFICE SUFFCESSESS

United Artists release of Huntington
Huntind Rissoury production. Stars Bod Beatly, Frank Buck, Max Baer, Buddy, Baet, Hillary Brooke, Joe Besser, Shemp Streets and Start Buddy, Baet, Hillary Brooke, Joe Besser, Shemp Streets and Start Berton, Streets and Start Berton, Streets and Start Berton, Streets and Start Berton, Start Berton, N. Y., April 27, 49, Running trade-stown N. Y., April 27, 49, Running time.

Buzz Je	hnson		Bud A	bbott
Frank 1	buck		Frank	Buck
Conner		Sh	omn We	brund
Harry			Too B	orcer

Miniature Reviews

"Home of the Brave" (UA), Stanley Kramer-produced, no-name sock on Negro discrim-

Stanley, Kramer-produced, noname sock on Negro discrimination,
name sock on Negro discrimination,
name sock on Negro discrimination,
name of the social control of the control
of the Costello work Africa
for solid laughs and promising bo.
(Color) (20th). Horsesolid laughs and promising bo.
(Color) (20th). Horsesolid laughs and promisof the color of the color
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ostumer.

"Arson, Inc." (SG), Good program actioner about firebugs and arson prevention work.

"El Dorado Pass" (Col). Routine Charles Starrett west-

to overwork the double-lake. That's a stock standby for the two comics as a stock standby for the two comics ing in their latest offering. There are enough other saleable quips to leave it lay once in a winle.

I would be a standard of the saleable quips to leave it lay once in a winle.

I would be a standard of the pair into the long's den. Costello in an explorer book satesman paybout, in the saleable supposed recollection of a map in an out-of-print book, pair and the saleable supposed recollection of a map in an out-of-print book, pair heartland by a band of adventurers in search of a fabulous dimensional supposed in the saleable contelling with a lion and ape and the wobsteely except being dialect up as here-d ouvers at a canabal bander of the saleable of the saleabl

we hatery escape negational value.

Lion-tamer Clyde Beatty is woodenly impersonal as one of the dramatis personae but effective from the control of the con

Sand

Goth-Fox Teloslywood, April 26.

20th-Fox Teloslywood, April 26.

Jeff Keane
Doug
Tony Mirel Com
Dr. Dunlap Ben Erv
Indians: Iron Eyes Cody, Joseph Cody
Jay Silverheels

Besty, Prante Rock. Max Beer. Buddy. Lord and the Control Division of the Cont

Quence of mypical tanger as control of the control

The Younger Brothers (COLOR)

COLOR)

Warner Brencher Hollywood, May 3, Warner Brencher Hollywood, May 3, Production Slary Wayne forers, Janie Paige, Bruce Bennett, Geralding Brobs, Clark, James Stown, Some Blue, Tom Servenslay, Edn. Archard Hollywood, Servenslay, Edn. Archard Hollywood, Servenslay, Edn. Archard Hollywood, William Common Carbonicolor, Will-March Carbon, Common Carbonicolor, Will-Tradesliwon May 2, '49, Running time, re MINS.

Padeshovn May 2, 9, Running time.

Wave Movris.

Wave Movris.

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Breed Book

January

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Johny

. The Younger Brothers' get a romantic going-over in this highly fectionized account of a two-week period. In the lives of the outlaw family. Although filmed in Technicolor and with a large cast of familiar names, it's not de luxe western film fare. Spotty business can be expected in the top situations but the boxoffice going will be better the property of the control of the con

be explected in the top attaches the rin the more general runs.

Picture winds such a devious way among its many central characters dividuals. This division of interest causes the attention to vander so that several moments or good, tight and the several moments of good to good the several moments and several moments and s

comeuppance and return to the soil of Missouri.

The foursome rates about equal honors in the thesping and such is lainly in such a ten-twent-thirt manner that audiences will enjoy hissing him. Missenfer the subject of the such as the subject of the subject of

mention are 10m ayms.

Blue.

Edwin I. Marin's direction of the
Edma Anhait script gives standard
treatment to standard outdoor masured good technical work and
nitty exteriors, but his weight isn't
elt story-wise. Color lensing by
William Snyder is excellent.

Brog.

The Guinea Pig

"The Guinea Fig "The Guinea Fig Britishmade about the schooling of a rural boy in an exclusive school, opened at the Little Carnegle, N. Y., Saturday (30). Film was reviewed in Varnery from London, Nov. 10, 1948 by Myro, who thought that the British flavor and the the British navor and the very nature of its insular theme is likely to restrict its success in the American mar-ket." Acting for the most part was considered effective.

Seal Island

Running 27 minutes, this is the initialer in a "Real Life Adventure" Technicolor series being produced by Walt Dis-ney. Pkx are not in animation, but are live-action footage, which Disney has acquired in various ways, of nature sub-icets.

which Disney has acquired in yarious ways, of nature subjects, and the subjects of the subject of the subj

THESON
(SONGS)
SUB-Por release of Sal M. Wurted prodefined by the state of Sal M. Wurted prodefined by the state of Sal M. Wurted prodefined by William Claston,
Jones Sal M. William Claston,
Jones Sal M. Sa

aurie Sherman	Penny b	dwards
olly Johnson	Marcia Mac	Tones
den	John	Ridgely
Dean Sherman	Grandon	Phodes
enry Twill	Gil s	truiton
come Remer	Jr. Harry	Lauten
Carl	County Trio	ater
Cas	County 1110	

The Mutineers Special Statistics of the Columbia related of Sm. Kirman production. Stars Jon Hall; festures Adele Columbia, related of Sm. Kirman production. Stars Jon Hall; festures Adele Columbia, related of Sm. Kirman production. Frank Jaguet. Libe Talbot. Ib. Gleston, Frank Jaguet. Libe Talbot. Ib. Gleston, Frank Jaguet. Libe Talbot. John Bonkal. Joseph Carole; comerce. Irs Sm. Bonkal. Joseph Carole; comerce. Irs Miccha Bakalelnikoft. Al Pantages. April 5, 408. Running time. 69 41185. pp. 10-10.

rma Harrison	Adele Jergen
omas Nagle	George Reeve
dley	Noel Crava
Miles	Don C. Harve
by Jarmin	Matt Willi
tch	Tom Kenned:
gers	. Pat Gleasol
ptain Stanton	Frank Jaque
ptain Duncan	Lvle Talbo
alsv	Smith Ballet
nson	. Ted Adam
encer	Allen Mathew
nkins	Rusty Wescoat
mnedv	James Somer
drows	

"The Mutineers" hasn't much to recommend it except the sexy presence of Adele Jergens in a few scenes. Film is fabricated of such steerotyped situations that every instruction of the second of the s

Another kitcher the court into a control of the court into a control of the court into a court i

Sky Bragon
Hollywood, April 29.
Monograin release of Jones S. Burkett
production. Start Holland Winters, features Keye Luke, Mantan Moralod, Tim
tures Keye Luke, Mantan Moralod, Tim
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ee Chan	. Keve Luke
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t. Ruark	. Tim Ryan
Im Norton	. Milburn Stone
on Blake	. Joel Marston
on Blake ane Marshall Iarie Burke	Noel Neil
farie Burke	Elena Verduge
Vanda LaFern	Iris Adriar
ndy Barrett	Lyle Talbot
ohn Anderson	Paul Maxey
Villiam French	John Eidredge
ir. Tibbetts	Eddie Parks
en Edwards	vlord Pendletor
octor	Emmett Vogar
Mald	Edna Holland
oorman	Joe Whitehead
lainelothesman	Lee Phelps
lerk	. Frank Cady
est. Stage Manager	Charlie Jorden
ena .	Louise Franklin
ena trange Dark Girl	Suzette Harbin
ratkins	Bob Curtis
Diday 3 Wilston	ac Charlie

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the groove. Dag.

SHENDERN PASS

(COLOR—SONGS)

Bendik. Dallywood. April 30.

Bendik. Dallywood. April 30.

Bendik. Sarv. L. Facer. Das
Groover. Dallywood. April 30.

Bendik. Sarv. L. Facer. Das
Groover. Dallywood. Dal

You Willing & histers of Driple Sage.

"Susanna Pars' lefs the Roy Rogers adult fans down with a heavy
hud, but is still passable for the
kiddle tiket buyer. Juvenile treatment in script, direction and playlevel of the ordinary Saturday mainee western. Wilhout the Rogers
name, that's the type of booking it
would rate.

Rogers) with the singing cowpoise
after several seasons apart. That
factor alone gives it more booking
importance than it zives up to but
fams with the singing or the size of the size of the
fam of the size of the size of the size of the
Continued on page 18)



THE
FIGURES
ARE
TERRIFIC!

IT'S THE
MARVELOUS MATCH
FOR THE
'MILDRED PIERCE'
FIGURE
EVERYWHERE!!

L.A./SPRINGFIELD Kansas City/ Philly/ Pittsburgh/ Milwaukee/ Baltimore/ Washington/

ITS JOAN CRAWFORD

AT HER WARNER BROS. BEST!

7ACHARY CONT

SYDNEY GREENSTREET DAVID BRIAN

Play by ROBERT WILDER . Additional Dialogue by EDMUND H. NORTH

MICHAEL CURTIZ

Cowboy Pix 'Unsuitable' For Venezuela **Minors: Drinking Scenes Cut in India**

WARIETY'S LONDON OFFICE 8 St. Martin's Place, Trafalgar Square

Many U. S. cowboy pik and cliff-hangers—standard baif for small for in the U.S.—sare being classified as "not suitable smallers" and the smallers of the small

branch. Other nations reported in a construction of the constructi

Films Council Meeting In London to Mull Policy On 40% Quota Operation

Unit 40/g Quota Upt along
Although two of its leading
members will be absent the Pilms
Council is meeting in London today (3) to consider questions of
policy arising from the operation
of the 40% quota which commences in exclusive quota which commences in exclusive quota which commences in exclusive and the conmences in exclusive and the commences are not never away here
from the Washington talks.
Spokesman at the Board of

Korda who are on their way home from the Washington talks.

Spokesman at the Board of Spokesman at the producer point of view was not adequately represented at the meeting reports made by the British vened to consider major issues. It's understood that at this meeting reports made by the British the first year of the new quots act will be considered, in conjunction with the first year of the new quots act will be considered, in conjunction with the arrangements to be pertaining to guida called and the percentage of the spokesman at the spoke on whether prosecutions should be instituted, and consideration of the

London Film Notes

George London, April 26.

George Wakhavitch brought here from Paris by Warner Bros. to do the decor at their Teddington, studios for pictures produced there. Nicholas Bela to Paris

Gaiety at \$200,000 Cost

ualety at \$200,000 Cost

After being closed for 10 years, the Galecther closed for 10

Wendy Hiller Bows In Husband's Play

London, May 3.

Starring Wendy Hiller, "Ann
Veronica" is scheduled to open tonight (Tues.) in Manchester under
Jack Hylton's auspices. Play was
adapted from the H. G. Wells book adapted from the H. G. Wells hook by the actress' author-busband, Ronald Gow. Latter also adapted the Waiter Greenwood novel, "Love on the Dole," in which Miss Hiller' appeared several seasons ago. Gow did the stage treatment of "Veronica" in New York last win-ter while his actress-wife was star-Gow did the stage treatment of "Veronica" in New York last win-ter while his actress-wife was star-ring in "The Heiress" at the Bilt-more on Broadway. According to the playwright, the new play is a rather big production by British standards, having 25 scenes and a resolution stage 25.

standards, having 25 scenes and a revolving stage.
While in New Ork, Gow revealed, he and Peter Ashmore (who staged) made plans for the "shape and style of production not uninfluenced by American methods." Although not a musical, the play uses music freely and carries an autic freely and carries and the stage of the

Alexandria, Egypt, 2.000-Seater Metro's 39th Overseas Deluxer

Growth of Metro's overseas the atre domain stepped up one more notch this week when the company

Growth of Metros overseas the act double was the me the ompany started construction of a new show-see in Alexandria, Egypt. The new 2,000-easter will be the 30th house me the state of the

England, two; France, one; India, two; Italy, one; Peru, one; Porto Rico, one; Switzerland, two; South Africa, two; and Uruguay, one.

Interfilm Corp., in association with Discine International Films, acquired U. S. distribution rights to "Rubens," a 45-ninute Beiglan documentary based on the life of the painter.

Discina Gets 6 Foreign Pictures from Loew's

Pictures from Loew's
U. S. and Canadan distribution
rights to akt foreign-made pictures
have been acquired from Loew's
International by Discina-International Films Corp. Involved in the
deal are three French pix, an Argentine film and two English dialog
pix properties of the Corp. In the
Head of t Armandariz

'Annie' Set for S. Africa After 'Oklahoma!' Wow: Bonita Primrose Lead

Bonita Primrose Lead

"Annie Get Your Gun' has been seen a seen a

into "Annie."
Prior to the "Annie" presentation, His Majesty's, which is currently operating as a pix house,
will bring in the Johannesburg
Municipal Opera Co. for a limited

engagement.
Cherniavsky's Findiars
Joseph Cherniavsky, conductor
and composer, returned to N. Y.
last week from Johannesburg,
where he handled the musical diwhere he handled the musical diwhere he handled the musical diconstruction of the composition of the composition
and significant and the Cape Town
trity. Ballet theatre and the Cape Town
Unity. Ballet in their combined
that the composition of the composition of the composition
for the composition of the c

Franc Swap on Tanker

American distributions and the control of the contr

With print now in the U.S., French-import "Manon" is being readied for distribution by Vog Film Co. Latter partially financed its production.

Current London Shows

"Adv. Story" James (7).

"Annie Get Gun," Col's'm (100).

"Alless the Bride," Adelphi (100).

"Bless the Bride," Adelphi (100).

"Bark of Moon," Ambassador (3).

"Daphne," Wynd. (6).

"Dark of Moon," Ambassador (3).

"Bark of Moon," Ambassador (4).

"Bark of Moon, London, May 4.

Arg. Pix Industry Still Hobbled By Raw Stock: Talent in Deals Abroad

2 Lindsey Legits To West End as Plays Flop

"The Queen Came By," which opened at the Duke of York's a couple of weeks ago, closes May 14, and will be replaced by "No Flowers for the Living," formerly tried out at the Lindsey Theatree Club, with Thora Hird in her original roles.

Club, with Thora Hird in her original role.
"The Monkey Pazile', new play for the Monkey the Lindsey three weeks ago, thus creating an unprecedented record for two tryout shows to play concurrently at the West End.

20th. RKO Aussie Tie Nixed in N.Y.

If INXCI III.

Sydney, April 28.

It's learned here that a deal to meet the sydney of the sydney of

init down to cover this territory.
Abright formerly headed the UA
setup here.

It was the present of Sydney
Down, W. has return to Sydney
Down, W. has declined to make
any statement, apart from the
any statement, apart from the
usual one covering company product. At 20th-Fox it's all compositions of the control of the control
It's understood here that with
the 50% rental freeze still in force,
the summarized here that with
the 50% rental freeze still in force,
but the high operational overhead
summarized here that with
the 50% rental freeze still in force,
statistic the word over, feelers and
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the beavy red showing by the beavy red showing by the beavy
the beavy red showing by the

The Indian Sign on Pix

Madras, April 12, Madras government has passed orders to see that pictures offend-

orders to see that pictures oftending sentiments in Pakistan and minority communities aren't put on screens. Idea is to foster intersection of the picture of the picture of the picture with the pictures which show the Indian national flag or have I

Buenos Aires, April 26, The Argentine film industry is staggering along, due to the con-tinued scarcity of raw stock (its most essential import) as a result of the dollar shortage. The major

most essential import as a sesuit of the dolar shortage. The major studios are working only intermitation, as the major studios are worked to a few more scenes, sook knowing where the next day's supply is to come from, or what it was the major studies and the studies of the major studies and the studies of the major studies and the studies of the studies

Argentine producers are elated "Argentine producers are elated over the success being enjoyed by Argentina Sono Film's pitze-win ing "Dios se to Pargue," which has year" (including- all foreign) in Venezuela. The picture is also running simultaneously in eight Rio de Janciro houses. Sono Films is elaminated to the picture in the picture of the picture is also running simultaneously in eight Rio Zully Moreno as an acting team, and will star them together once more in "Nacha Regulies," which Meanwhile De Cordova has a picture to be made in a Chilean

Meanwhile De Cordova has a pic-ture to be made in a Chilean studio, under the direction of Mexican Roberto Gavaldon. Luis Sandrini, who is currently making record grosses in Argen-tine legit, is due back in Span-later this year, and will make: a superstance of Marcel Pagnolis "Topares," with Pietre Chenal dir-recting:

Spanish Pix Seen Pushing Hollywood Product For Popularity in S. America

Topularity in S. America Madrid, April 28.
"In the near future, Spanish films will occupy second place in South and Central America, and will be quite good competiors with Biolywood products, which will be made to the south of the south of

has also bought six Argentine pic-tures outright for showing in Spain. Casanova will plane to New York in mid-May to try to estab-lish his own distributing company, and then will visit Mexico and Central America.

Maas Back from MPEA





Mr. Milton Feinberg National Screen Service 1003 High Street Des Moines, Iowa

I just read a story on the front page of the March 23rd I just read a story on the front page of the merch company's edition of Motion Picture Daily relative to your company's Dear Milt: euronor or mouron frequery party relative to your company's alertness in handling shipments of trailers and accessories during the current express embargo in New York City which ournes to mind the many problems you must have incurred orings to mind the many problems you must have incurred during the recent bad weather conditions that existed in this territory this winter.

Too often, we, in this business fail to acknowledge the good things service organizations such as yours do when faced with things service organizations such as yours do when faced Wit complex problems. We wish to take this opportunity to compliment National Screen on the remarkable service we have received in the past, especially under adverse conditions. Slow deliveries and misouts are practically a thing of the past and your company is certainly deserving of a "junior past and your company is certainly deserving of a "lunior Oscar" for always being on your toes to give the exhibitors the best in service at all times.

R.C. Fraser Advertising Manager

RCF; mn



FASTER PLAYOFFS GLUT MARKET

H'wood Technicians Report London Prod. Facilities Quite Primitive

Britain's filmmaking facilities have made only slight progress in the last year towards approaching Hollywood's standards, secording Hollywood's standards, secording to the second standards, secording the second second

multable trade union structure.

American cumeramen, guiding British assistants on U. S.-financed pictures, consider themselves lucky if their crew remains the same British labor procedures, studio workers in all categories are rotated on jobs in order to share and beautiful their crew were already briefed in their tasks, causes frequent delays and, sometimes, heavy progress.

Britain's studios still rarely set

progress.

Britain's studios still rarely get a picture completed on schedule. Warner Bro's, recently-finished "The Hasty Heart," for example, was blueprinted for a To-day shooting schedule, but wound up three weeks overtue. However, despite the 11 me spillorer, production line with original estimates due to the relatively cheap British labor scales.

scales. During the production of "Hasty Heart," the pic's star, Ronaid Reagan, was afflicted by a case of "Klieg-eyes" when somebody used open-are Illumination to light up a set. That practice of trying to gain more light by dispensing with are shedds was lettisoned in Holly-are the star of th

Call of the Crumpets

Call of the Crumpets
British rank-and-file studio
workers still adhere to their traditional tes and Junch hours without
tional tes and Junch hours without
when the lunch-bell strikes, the
workers knock off even if they are
in the middle of shooting a scene.
The special feeling among Amerirangement feeling among Amerirangement feeling among Amerigeneral feeling among the strike
goe of the strike the strike
for the alleged rough treatment
they received before the Labor
Poor transportation feelitties be-

government was in power.

Poor transportation facilities between the center of London and the suburban studies is one of the tense of the suburban studies in the production setup. Most of the workers are forced to travel between two and three hours each worker are result, are not at top ward, as a result, are not at top ward, as a result, are not at top ward, as a result, are not at top twenty of the suburban studies and the suburban studies are the suburban studies are the suburban studies and the suburban studies are the suburban studies and the suburban studies are the suburban studies and the suburban studies are the suburban studies are the suburban studies are the suburban studies are the suburban studies and the suburban studies are the suburban studies and the suburban studies are the suburban studies

3.000 N.Y. Collarites To Intensify Drive

To Intensify Drive

An intensified public relations war against the major film companies was mapped at a joint membranes was mapped at a joint was mapped with a mapped was mapped was mapped with a mapped was mapped was mapped with a mapped was m

To 20th-Fox for 'Pinky

To 20th-Fox for 'Pinky'.

Ethel Barrymore shifts to 20thFox on the first loanout deal under her Metro contract for one of
Numerous other actresses had
been tested by Darryl Zanuck for
he role, which calls for an aristocratic southern woman, will be
subtilled in 27 foreign languages at
an added cost of \$100,000 to insure
tis distribution in allen countries.
In different countries, of the state of the countries of the count

U's Multiple City Openings Pay Off

Nearly 100% boost in first-run revenues for its recent releases is claimed by Universal as a result of claimed by Universal as a result of multiple territorial bookings. Sold on the practice of combining heavy exploitation bally in a section, with a flook of first-run dates to the company in the company is now the company in the committed to an indefinite policy along those lines "for all pictures and the committed to an indefinite policy along those lines "for all pictures." The policy has been tested for

suited to that type of opening."
The policy has been tested for the past three months, one of Us top sales officials said, and a comparative checkup against similar limits released in the past year has take for the area is more than doubled. "We can't use this method for every picture in every area, although we would like to, because we would wear out our welcome. But we intend continuing with most so long as it produces present. Plan. Initially tried with "Life Plan.

Indiana Exhibs Meet

Indiana Exhibs Meet
With a "top sales exec" from
one of the majors on hand as
one of the majors on hand as
ers of indiana will again hold its
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ers of the convention of the Calc
Convention business reportedly
will be confined to one session.
Chalrman of the convention committee is blaze Wolf.

SUBSEQUENTS'

runs are currently being glutted with an oversupply of film product, a checkup of the situation by VARIETY indicates, Firstruns are Vanurr indicates. Firstrums are throwing of product so fast under current conditions that the theatres which follow are unable to play off the entire supply of features at their present number of changes per week. Backing-up of film now causing a fock of subsequent-runs to boost the rate of program changes weekly.

changes weekly.

Exhib groups report that many subsequenters the rough out the country are either swinging into double-features or speeding up to the country are changes weekly to abooth the piethora of unplayed product. Moreover, the change from a scarcity to an overabundance of pix is stiffening the attitude of but to pilms.

The changed situation has mili-

but top films.

The changed situation has militated against 20th-80vs drive to boost returns on product. It has laration by Arthur H. Lockwood, pret- of the Theatre Owners of America, that exhibe on plok and the glut on the market.

Reverse of 2 Years Aro.

Reverse of 2 Years Ago

Reverse of 2 Years Ago
The shift in complexion of the
product situation h as evolved
solvely over the past couple of
years. Actually, conditions are
now directly reverse to those 24
months ago when National Allied
leaders charged Hollywood with
draws strongly from subsequentrun and nabe operators for its
membership.
Survey of the smaller distribs,
Survey of the smaller distribs,

membership.
Survey of the smaller distribs, surprisingly enough, turns up the information that they have not unplayed product. These lesser companies have suffered a noticeable drop in revenues from nabe houses. The loss, however, has been companies have suffered a noticeable drop in revenues from mabe the surface of th

same income bracket as ever.

Because of the scarcity of features for firstruns, lesser distribs
are breaking into key houses
rarely before booked their product. Faster playoffs have spelied
holes in schedules which the
majors have been unable to plug. majors have been unable to plug. Smaller companies' prospects may, come in for complications when the upsawing in Hollywood major production first begins to boost in filmanking is intended to keep the deluxers supplied with product, it may shot out the lesser companies once again. It may also further riddle their chances in the subsequenticum houses where the movement of the companies once as hitting them how.

Russ Pic Buy Continued from page 3

Russians had given up the whole idea.

idea.

Next problem is the one of showing Soviet officials the films they want to see. Possibility discussed is that a rep of the MPAA or the Motion Picture Export Assn. will be sent to Moscow with the

product.

A difficulty in the past has been unwillingness of Yank companils to send "samples" to the Soviet to send "samples" to the Soviet have always considered the possibility of dupes being made from the prints and distributed without the knowledge of the owners, since there is no way of checking copy theretoey.

right infringements in the Soviet territory.

Thus the next step by American companies is to determine how the Russer request for the sample prints is to be handled. Moscow deal with Johnston called for pur-chase of a minimum of 20 films.

Studios Tie Into News Headlines. With 50 Exploitation Pix Prepring

UA-Small Trying B.O. Magic to Get Into Black

Magic to Get Into Black.

Denver, May 8.
Tying up with United Artisty romotion campaign for "Black Magic," the national Society of American Magicians will open their annual convention here May querading as Cagliostro, 16th Century witard and the film's central querading as Cagliostro, 16th Century witard and the film's central character. Ple's star, Orson Welles, now in Italy, has been appointed honorary challer and the concept of the control of the control of the control of the control of the guest of honor.

Grand prize of a trip to Italy will be awarded to the magician of the control of the

CRI Info Swaps

Whether Confidential Reports. Inc., industry checking outfit used by all majors except Metro, is a favorite channel for distribs in favorite channel for distribs in swapping dope on theatre bo. revenues is currently the subject of a probe being pushed by the Fadionic construction of the property of the property of the investigation, an FTC official said, is to determine whether Confidential is an operation in restraint of trade. It would so be held if the outfit operates in an illegal manner.

in an illegal manner.

Apparently nudged in to the
probe by complaining exhibs, PTC
indicates that an exchange of information by the companies via
Confidential would be sufficient to
ever, although the investigation has
been conducted quietly for the past
three months, no determination
one way or the other on the infoswapping charge has yet been
Under the direction of Legals W.

made.
Under the direction of Joseph H.
Klein, New York prober for the
FTC, the Government org has been
FTC, the Government org has been
politai exchanges in an effort to
weigh the charges. FTC is also
taking with distrib excess of the
ficials of Confidential. While the
investigation has concentrated so
are no Gotlam, it will extend to exchanges elsewhere in the country
two months. two months.

two months.

Since Confidential is not a trade
organization, FTC official indicated
that there is little likelihood of a
dissolution being ordered even if
certain abuses in practice are
found. A desist order from the
Commission after hearings would
be a more likely recommendation,
it was said.

whole settlenent figure was undisclosed, it was thought to be own to go and the province of th

While settlement figure was undisclosed, it was thought to be below \$100,000. Action does not affect present owner, James Jovan, who is operating under subsequent run policy after trying first-run last year with minor results.

Hollywood, May 3.
Frontpage stories, political themes and other subjects capable of wide exploitation are getting a heavy play on the film lots, with approximately 50 pictures along those lines in work or in preparation. Studie story, departments

is provided to the first provided to the control of the control of

Martin (Akron), Bailey (N.O.) Sued for % Chiz

(N.O.) Stued for % Chiz
Two more exhibits were named
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mount and RKO.
Ali suits included the conventional charges of under-reporting,
and asked for recoupment on percentage losses plus damages on
flats sold at lower prices because
of the alleged misrepresentations.

employes, Moss is on a percentage arrangement.
Lloyd relates, first of a flock to Lloyd relates, first of a flock to Lloyd relates, and the season of the se

U. S. Govt. Seen Urging Strongly British Quota Be Cut Now to 25%

London, May 3.

Representations made by the U.S. Government from Washington to the Board of Trade in London have urged in the strongest possible terms that the present quick ue to be shaved down Indeed to 40% in October, and the left of the contrasticulty in the lummediate fu-

drastically in the immediate future.

Live to the demarkor from Washington to Whitehall gave no microtion of the quota figure the U.S. Government had in mind, it is learned here on highest authorities of the control of the property of the control of the control

feature billing to boost inferior British films. Because of the restricted earn-

Behaviour of the restricted earnings by the American companies, the amount of frozen coin available to be invested in British production is severely curtailed, and in this direction, although there have been some notable exceptions. It is argued, however, that the first of of the production of the production in Britain and thus help to the production in Britain and thus help to keep attulos occupied and build work of the production in Britain and thus help to the production industry.

Lesser Distribs

Continued from page 5 Continued from page 5
Ling the balance to Britatin. It is
charged by the MPAA that all sorts
of suspect deals are being worked
to keep the dollar remittance. figure on an abnormally low level.
Dollar remittance total applies
to any Britsh film handled in the
U. S. during the 12-month period
regardless of how old the pic hapregardless of how old the pic haprunst collate totals for reissue; distributed hy strictly minor outfits as

must collate totals for reissues dis-tributed by strictly minor outlits as well as newly-released product. Since the MPAA has no way of enforcing its bookkeeping methods on non-members, it is expected that the wrangle will finally wind up in the lap of the British gov-ermment for its decision. On the other hand, MPPA has had no difthe most of the control of the contr

WB. U. Par Divvies

Warner Bros. has declared a reg-ular quarterly dividend of 25c per share on outstanding common stock. Melon will be handed July 5 to stockholders of record June 3.

o to stockholders of record June 3. Universal is paying a dividend of \$1.06 per share to holders of its 4½/2/ preferred stock. Divvy will be distributed June 1 to stockhold-ers of record May 16.

ers of record May 16.

Paramount's regular quarterly dividend of 50c. per share on common stock was voted by the board yesterday (Tues.) at a special

yesterday meeting. Divvy will be paid June 24 to stockholders of record June 3.

Gen'l Precision Plan To Boost Working Capital

DOOSI WORKING CAPINA Stockholder's of General Pre-cision Equipment Corp., subsid of 20th-Fox, have okayed a plan sub-mitted by management for boost-ing the working capital of the com-pany. Proposal calls for the in-crease in capital stock from a cur-rent 800,000 shares to 1,135,000 shares divided into three classes. Stock will be used in the future to raise money.

Stock will be used in the future to raise mone; New stock will be 120,000 shares of preterred; 15,000 shares of convertible preterred; and 1,000,000 of control of the stock o

20th Nudges

- Continued from page 3 Continued from page 3

20th's ownership of an important
churk of stock in Rank's GaumontBritish circuit. Inas alwayes been
furish circuit. Inas alwayes been
toward the British than have the
clied excess of other U. S. companies. It is believed that it was
that the unit plan was essed a
couple months ago by the Yanks
that the unit plan was essed a
couple months ago by the Yanks
cessing to insist that both ends
of a twin-bill had to come from the
Almerican company.

same distrib, not just from any American company.

Fox, through a combination of the G-B interest and by making the G-B interest and by making the G-B interest and by making the G-B interest and the G-B interest and the G-B interest and G-B int

British.

Metro and Warner Bros. usually are out of these battles altogether, since they exhibit through the Associated British Circuit, of which WB is part owner. Of the Little Three, Universal does all right, relatively, insamuch as Rank is one of its principal stockholders and there's a special the between them. United Artists and Columbia, however, get virtually no playing time ever, get virtually no playing time from either Rank's Odeon and G-B

from either Rank's Odeon and G-B or ABC.

Objective of the unit plan is to represent low-grade British product prevent low-grade British product strength of American pix with which it might be dualled. It has thus served not only to create hardship on earlies, but on pro-hardship or exhibs, but on protein the production of the british production of the b

Rank Won't Talk London, May 3. J. Arthur Rank on his return to London last night (Monday) re-jused comment on the Anglo-American Film Council talks in

COL. MAPS SEQUEL TO 'BALLROOM' PIC

TO 'BALLROOM' PIC
Columbia is mapping a sequel to
"Make Belleve Ballroom." Agencles here report they'te being aycles here report they'te being aymusic chief, on possibility of using
radio, record and vanide talent in
im to be tagged "Supper Club"
or "Club 16."
Whether Supper Club" is questionable since he's Metro-contract
ded. He shares spotlight on NBC
fivea-weeker with 40 Stafford and
Stary Bolo Crosty, Margarett
stars from both shows will be
inked.

Picture Grosses

TORONTO

TORONTO

(Continued from page 8)
and "Homicide" (WB): Lasty
\$12,500, Last week, "Shot Jesse
\$12,500, Last week, "Shot Jesse
Lasty 100, Last week, "Shot Jesse
Lasty 100, Last week, "Dho Juan"
Langlain (ER): (3,01): So-so
\$15,000, Last week, "Dho Juan"
Langlain (Taylor): (605, 48-60).

"Quarter' (EL): (5th wk). Sull
Lurnaway business at \$4,100 after.
Locy's (Locy) (2,058, 40-70).

*Locy's (Locy) (2,058, 40-70).

"Rail to date" (N-C) rod w2. Oxbo 351,000. (Res) (Res)

PITT NSG: 'FLAMINGO' FAIRISH AT \$15.000

Pittsburgh, May 3.

Biz is off again this, week although "Flamingo Road" is fair at the Stanley and may move to the Warner. "Knock On Door" at Harris and "Portrait of dennie" at Penn shape a.s disappointing.

Estimates for "L" n shape as disappointing. Estimates for This Week

Stanley (WB) (3.800; 45-80)—
"Flamingo Road" (WB). Doing fair \$15,000. Last week, "Tulsa" (EL), \$14,500.

\$14,500.
Penn (Loew's-UA) (3.300; 45-80)
"Portrait of Jennie" (SRO). Mild
\$13,500. Last week, "Little
Women" (M-G) (2d wk), big \$14,-

Women" (M-G) 12d ws., wg. w.s. 500.

Harris (Harris) (2.200; 45-80)—
"Knock On Door" (Col.). Heading for moderate \$15,000. Last week, "Belvedere Goes College (Bell).

Warner (WB) (2.000; 45-80)—
"Tullas" (EL] im.o.). Weak \$5,000.

Last week, "Dream Is Yours" (WB)

"Tuisa" (EL) (m.o.). Weak \$5,000, Last week. "Dream is Yours" (WB) (m.o.), \$6,500.
Fulton (Shea) (1,700; 45-80)—Shuttered this week, and will be closed two months for facelifting, Last week, "Plunderers" (Rep), solid \$4,000 in 5 days.

KANSAS CITY

(Continued from page 9)
of the Avenger' (EL). Going strong on Joan Crawford name; big \$15.000 loons. Holds. Last week, Adventure in Baltimore' (RKO) and "Behind Locked Doors" (EL), \$12.000.

\$12,000.

Paramount (Par) (1,900; 45-65)—
"Connecticut Yankee' (Par) (3d)
wk-6 days). Okay \$7.500. Last
week fancy \$12,000. World preem
of "Younger Brothers" (WB) held
today (Tues.) with pa.'s by Bruce
Bennett, Wayne Morris, Alan Hale
and James Brown.

and James Brown.

Roxy (Durwood) (900; 45-65)—
"Untamed Breed" (Col) and "Loaded Pistols" (Col). Steady. Last
week. "Tulsa" (EL) (2d wk), good

Inside Stuff—Pictures

Documentary film on Kingsport, Tenn. now in production, will be used by the State Dept's overseas division for distribution abroad as roan to of a mode! 'U. Stawn. Picture is being made by Kingle ethocace Productions, a New York outfit, under contract with State. When completed in about six weeks, the print will probably run about 25 minutes, whose cound treatment.

29 minutes.

Teaturette, whose sound track will be dubbed into more than 17 languages, is being produced by Howard Lesser who also wrote the script. Videor Solow is directing while cameranan is Richard Leacock who lensed Robert Planetty's "Louisiana Story." Shooding began on Knickerhocker also did another documentary for State Lagade "Hurricane." A director and veepee of the firm since its inception is Mary Morrisey, wife of Leonard Case, veepee-treasurer for the Selmick Releasing Org. She's also a former secretary of Jock Whitney, Howard Manzer is sec-treas.

Twentieth-Fox, continuing its old-time ballyhooing, pulled another stunt in Houston last week which paid off for the company's "Belyecter". Univ. of Houston coess picketed the Majestic theatre during the statement in the film that college girls dress apply. Clinton Foxes in editor, Paul Hochult, touched off the stunt when he referred to the Webb statement in his column and called upon the gals to "defend their rights."

the Webs statement in his column and called upon the gals to "defend their rights." was carried on for about an hour, after which the girls of the statement of the statement of the statement of the statement of the properties an invitation to lunch issued by Al Lever, Interstate city manager, which broke up the procession. Sumt. was engineered by vet 20th field publicist Jimmle Gillesple, who is working in the com-pany's southern division.

panys southern division of giving "importance" to a pic entirely without names, "Home of the Brave." Stanley Kramer's Screen Plays Corp, has been resorting to ingenuity. First step in the process was compared to the propertion rooms in the homes of thim biggies. While many has been sufficiently built on this toughest of all audiences, Kramer ordered prints loaned to practically anyone who asked.

Aim was to get worth-ormouth. When it has been sufficiently built, and the sufficient of the sufficient of the sufficient process of the sufficient process of the sufficient process process. The sufficient process of the sufficient process of

Ben Washer, Paramount ad-publicity chief, and Fred Lynch, Music Hall ad-publicity director, had a pian worked out for a special train to come from Connecticut on the New Haven railroad for opening week of "Connecticut Xankee" at the Hall. Stunt was virtually set, with full reserved to the properties of "Connecticut Xankee" at the Hall. Stunt was virtually set, with full reserved season for "Yankee" that it would be impossible to offer enough reserved seats, key of the entire stunt. The Hall automatically selfs out its reserved section for the Easter pageant. This year "Yankee" set a new high at the Hall on its second week, with the initial session also strong, despite Lent.

Hollywood's role of providing films as educational tools in the nation's school system was spotlighted in several hundred daily newspapers recently as a result of an Associated Press feature by John L. Providence of the Motion of the Associated Associat

Elaborate 12-page pressbook has been turned out by the Eagle Lion flackery to hypo the industry's participation in the U. S. Savings Bond drive. Some 17:00 of these hooks will be circularized in every U. S. avery U. S. ave

F&M Settles

Amusement Co. which operates a good number of the subsequentruns here. No deal has yet been made with this circuit and the company may continue selling drive-ins in lieu of four-wall houses until a deal is reached.

houses until a deal is reached.

Seven of 20th's releases, headed
by "It Happens Every Spring;
will play at the St. Louis and Missouri, two of F&M's de-luxers,
two of F&M's de-luxers,
Competitions for three pix,
Competitions for three pix,
Competitions for three pix,
Competitions for three pix,
Tomactic tools for three pix,
Tomactic

small downtown house, that starred Friday 129 with "El Paso".

Before the deal was worked out members of the MPTOA of St. and the st. and

Ky. Exhibs' Drive On 20% and 10% Taxes

ZU% and IU% laxes

Kentucky exhibitors are planning a summer launching of a lip propaganda drive urging repeal of lone-finute trailer, produced by the Kentucky Assn. of Theatre Owners, will depict a farmer delivering a talk against admission rural flim house. Anti-fax cilip will also warn that municipalities are moving to add another nip to the and Federal blitted channels are sentenced to the control of the contr

and Federal collectors.
Limited number of prints will be moved from one theatre to said the property of the property of the said to the said the sa

END NEWBURGH POOL

EAD REWBURGH POOL

Newburgh, N. Y., May 3.

Paramount will terminate its pool with the Levey estate May 31 as a result of a court decision. Breakup leaves Paramount with the Broadway first-run theatre while Levey Is left with the filtz, first-run and the Cameo, second-run.

Levey's bookings will be handled by Liggett-Stiefel, New York. Clin-ton Lake, Sr., former city manager for the Paramount-Levey setup-remains with Levey as general manager.

Semenenko Vs. Young

not in proper shape.

Heavy Gross

ment has not provided good pred-ment has not operated the company expensive and the company exp The new Young-Kirhy finance unit is putting up the junior money for two pix which Foy Is now readying and which, it is hoped, will start in a few weeks and tee the studio off on continued production operation. Only thing now building up the getaway is said to be a second or the production of the production of the production operation. Only thing now the production of the properties are not provided in the production of the properties are not in proper shape. Counting the proper single.

Counting the optimism that has led Sense are, some optimism that has led Sense are the proper sense of the proper sense of the proper sense of the proper sense and proper sense of the proper sense in the company foreign his Overseas income is said to be soaring to the proper sense in the company foreign his Overseas income is said to be soaring compared with the practically compared with the practically compared to the proper sense in the company foreign product in the company foreign product in Raghal compared to UA, which it England compared to UA, which it England compared to UA, which it England compared to UA, which it is consider its closest competitor. It considers its closest competitor and its consideration of the consid

Interference Charged Interference Charged
Semeensko's position in the dispute is known to be that Young,
as principal stockholder, has a perfect flower and the stockholder, has a perfect flower named he should let
them manage the corporation. The
Boston banker does not feel that
Young, whose past experience has
been as a promotional financier, is
competent to manage a flim com-

been. as a promotional financier, is competent to manage a film compensus manage a film compensus from the second of EL change hands is glimmered in extensive negotiations in which he has recently engaged with which has recently engaged with the second of EL change hands in the second of the sec

to cause him to sell.
\$6,500,900 Stake
Semencho's bank, the First National of Boston, which is also highly active in other film financing, has about \$6,500,000 in EL at the moment, plus another \$4,000,000 in Pathe Industries, EL's

and the second of the second o

the boilt of actually being in trou-The company's current difficul-ties hings principally on the pres-pects of a severe product shortage, lossmuch as its studio has been because of lack of coin. This is expected to be solved by the new loss, by Semenenko and by new lone, of the principal studies of the second of the principal principal second of the principal s

P. Kirby, one of the principal rowners of the Woolworth stores. Who has been associated with the property of t

Sirk, Hartl Prep English Version of 'Two Hearts' Hollywood, May 3.

Hollywood, May 3.
Douglas Sirk and Karl Harti,
prexy of Sascha Film Studios, will
co-produce an English-language
version of "Two Hearts in Threequarter Time" in Vienna next
August with six American principals in the cast. At the same
time a German-language
with the cast of the same
time a German-language
time of the cast of the same
time a German-language
time of the cast of the same
time and the same of the same of the cast of the same
time and the same of the same of the same of the same
time and the same of th

VARIETY

history, "Callgari" two decades ago was a daring experiment in new film techniques. It will be revised, scriptwise, although fuil horror content will be retained.

RKO Bid

sed from page 3 -

are already allied in theatre ventures and are closely tied in Brandt's Independent Theatre Skouras, on his part is said to have discussed the proposal last week in a Florida meeting with his brother Charles, Otto B. Koegel Joseph M. Schenel, studio exce for 20th and a circuit operator on his own. Skouras is believed to be acting for a syndicate in any bid-with the studies of the said of tant asset when its own sources of product are limited, as a present, and the EL officers began more than a year ago when he appointed a personal rep, William McMillen, as V.D. in charge of operation, ers of expenditure away from the other officers. Things got still hotter about a month ago that the control of the contr

Variety Clubs' Frisco Convention Maps Flock of Charity Projects

San Francisco, May 8.

More than 650 persons from all parts of the country, Mexico and Canada are here attending the 13th annual convention of the Variety Chibs International under auspices of Tent 32 of San Francisco. Pow

hotel. The meetings this week have the charity organization laying plans as to how far they can tax the heart funds of the Individual tent membership for 1949-80. The National Canvassmen met all day Monday (2), with Chief Barker Bob O'Donnell presiding, to may be a support of the control of

the agenda to be endorsed the character for wheek with the character for whose with the character for whose with the character for whose with the character for which we will be considered to the character for which we will be considered to the character for which we will be considered to the character for the charact

mld-winter meeting there on Oct.

2327 at the Hotel Astor.
At the same time the International officers will attend the induction ceremonies into the fold of
Tent 35, New York, of which Max
Cohen, in Chief Barker. Tent alCohen, in Chief Barker. Tent alTowards tipe end of June, O'Donneil and a few of the International
officers, Journey to Londoft, where
Tent 35, of which Robert Wolff is
to be Chief Barker, will be induced
into the Fold. 3555 will be hold.

Tent 38. of wilch Robert Wolff is to be Chief Barker, will be inducted into the fold or 1850 will be held conventioned in 1850 will be held conventioned in 1850 will be held conventioned to the property of the property of the property of the folding of the fold



Schenck's 300 Theatres

de Cicco as v. p. Skouras is now prez of Skouras Theatres, Inc.

Fox-West Coast and Milwest minimum of 3P-WC houses whe minimum of 3P-WC houses with the second of the second to be transferred in late fall. Reported also as good possibilities for coming into the chain second of the second of Fox-West Coast and Midwest

matter a rew weeks sign was nothing matter to the board of 20th matter to the sound of 20th matter to the new circuit is Mike Naify's United California Corp., which controls about 115 houses through the Golden State Tineatre & Real-to-Corp. (1998) and the Golden State Tineatre & Real-to-Corp. (1998) and the Golden State Tineatre & Real-to-Corp. (1998) and the Golden State Time the State of the Golden St

Not largest unit in the new combine will be the United ArtIsts Theatre Circuit, which owns or has an interest via subsidis in about 100 houses. Major stockabout 100 houses. Major stockbout 100 houses. Major stockstocker, which was been supported to the support of the Shubert. Mary Pickford, William or Shubert. Mary Pickford, William or Shubert. Mary Pickford, William or Shubert. Mary Pickford, William of the Shubert of the Shuber

as in the past, from UATC.

The FWC houses which Schenck's chain will acquire under the agreement reached with Skouras in Miami Beach last week armong the 55 now jointly operated by National Theatres and UATC through the United West Coast Theatres Corp. They Include two very important Los Angeles show-cises, the Exputan and the Four Skat.

Others

Others
Group also includes six other theatres bearing the United Artists label, with a total seating capacity of 6.853. They are in Berkeley, 1.848 seats; Long Beach, 1.242; El Centró, 1.177; and Inglewood Belvedere Gardens and Pasadean, each with just under 1,000 seats.

Others are the California (772)

Others are the California (772 seats) and Capitol (808) in Glendale. In L. A. the Egyptian has 1,538 seats and the Four Star 900, which brings the total capacity in

The switch in control of the theatres from NT is necessitated by the order last Dec. 17 of the by the order last Dec. 17 of the New York federal court handling the industry anti-frust sult. It is not believed possible to make the split earlier because of the multi-plicity of detail in the transfers. Delay also gives Scienck time to set up an enlarged operating staff. No set up an enlarged operating staff. No proximately 46 documents and the proximately 46 documents and the set up and the set of t

idit earlier because of the multilicity of detail in the transfer of the multilicity of detail in the transfer of the control of the cont NT's F-WC division retains approximately 45 houses.

An important phase of the Horizon and indicate centered around Gratical indicates centered around Gratical indicates of the Horizon and the retained by F-WC if the latter gave up all interest in the Egyptan. It is believed Schenck and Skouras reached an agreement on NT's buyond of Schenck's two-backs of the Horizon and Hori

The California theatre picture will see considerable change before the end of the year, since NT is required, under the same court order, to rid itself of number of

be matter of each taking back what was owned before the part-nership was made. In others NT will be granted only one theatre in each community.

'48 4th Otr.

Continued from page 5 077,000. These are in addition to tion.

Locw's and wholly-owned sub-sids; \$34,042,000; \$39,446,000; \$33,-107,000.

Loew's and wholly-owned subsides: \$34,92.000; \$39,34.000; \$33,100.
Orderam: \$3,157,000; \$2,491.
Orderam: \$3,157,000; \$2,491.
Orderam: \$4,157,000; \$43,220.
Orderam: \$15,742,000; \$4,27,000;
\$7,300,000.
Varanes: \$36,000,000; \$39,000.
Orderam: \$36,000,000; \$39,000.
Orderam: \$36,000,000; \$39,000.
Orderam: \$36,000,000; \$39,000.
Orderam: \$4,157,000; \$4,157,000;
Orderam: \$4,157,000; \$4,157,000;
Orderam: \$4,157,000; \$1,157,000;
Orderam: \$4,157,000; \$7,157,000; \$1,157,000;
Orderam: \$1,157,000; \$7,157,000; \$7,157,000; \$1,157,000; \$

Distribs Aim Continued from page 4

the big circuit bracket, have been paying disproportionately low rent-als. Because of this, most of these circuits have been notified that deals which previously held good must be renegotiated to give dis-tribution a better slice of the b.o.

must be rehegotated to give dis-tribution a better silee of the bo.

Sale of product on bid has been growing tremedously in the past few months; it is said. In most in-stances, initiation of this system has hit the big efecute secularity of count on a major's product with-out question, now they are com-pelled to stack their offering price against that of smaller fry. In a number of cases, circuit ops are were sident way by smaller houses. were stolen awa, houses: Straws in the Wind oublicity, c

Without any publicity, distribs are now cutting down sharply on availabilities. In other words, the chains must play product bought for lose the booking to an ordinarily subsequent-run house. Portedly, first life fellings between Artinur's F and the production of the production of

20th 'Availabilities'

Continued from page 4

DOS Deposes

Detroit, May 3.

David O. Selznick filed his deposition Thursday (28) in the antitrust suit brought by the Society of Independent Motion Picture

producers against United Detroit Theatres and the Cooperative Theatres of Michigan. Selznick was accompanied by SIMPP counsel Robert J. Rubin. They returned to New York im-

mediately after filing the denosi-Others who have filed deposi-tions are Walt Dispney, Hunt Stromberg and Marvin Faris, SIMPP executive.

Selznick Profit

Continued from page 3

understood in a solid position with his bankers—Security-First Nas That has bankers—Security-First Nas That has bankers—Security-First Nas That has been to the producer of around \$4,000,000 and bankers—Security-First Nas That Nas That Nas That has been to the producer of around \$4,000,000 and bankers—Security Nas That means that he DOS product from 'Since You Went Away' on. That means the DOS product from 'Since You Went Away' on. That means that he DOS product from 'Since You Went Away' on. That means that he DOS product from 'Since You Went Away' on. That means the DOS product from 'Since You Year Away' on. That means the DOS That

Film Reviews

Susanna Pass

Susanna Pass
one and wait for the next good Rogers, as he has had few misses in the western action field.
Sioan Nibiley and John K. Butter Sioan Nibiley and John K. Butter of the state of action that is to come. Rogers and the state of action that is to come. Rogers and the state of the sta

Courtin' Trouble (SONGS) Monogram release of Louis Gray pro-

"Cannonball" Taylor, Virginia Belmont,
Directed by Ford Beebe, Screenplay, Ron-
ald Dayldson; camera, Harry Neumann;
editor, Carl Plerson; songs, Wakely, Olive
Drake, Tommy Dilbeck; musical director,
Edward Kay. At New York theatre, N. Y.,
week April 20, '49, Running time 56 MINS.
Jimmy Jimmy Wakely
Junity Waterly
"Cannonball" "Cannonball" Taylor
Carol
Dawson Leonard Penn
Cody Marshall Reed
Cody Marshall Reed Reed Steve Clark
Larsen House Peters, Jr.
Larsen
Juage Frank Lanue
Judge Frank LaRue Curtis William N. Balley
Sheriff Bud Osborne
Stewart Bill Hale
Gill Bob Woodward
CIM
Bartender Carol Henry
Graves Bill Potter
-

An average Jimmy Wakely west-ern. "Courtin' Trouble" is routine fodder for the action situations and the Sal. mat trade. Picture sticks pretty much to formula with the usual fistic scuffles, six-shootin' and galloping cayuses sprinkled through the reels.

through the reels.

Based on Ronald Davidson's original, the yarn is built around the sharp differences between the merchants and cattlemen in a frontier bear of the sharp difference between the found that the sharp difference of the sharp difference bear is believed to the sharp difference of the sharp difference of

reacts used used to the control of t

Argon, Inc. Hollywood, April 29 Screen Guild release of William

Anne Gwynne; features Marcia Mac
Jones, Edward Brophy, Douglas Fowley
Directed by William Berke, Origina
bragel: camera, Carl Berger: editor, Ed
ward Mann. Previewed April 28, '49. Run
ning time, 64 MINS.
Joe Martin Robert Lowers
Jane Anne Gwynne
Bella Marcia Mae Jone:
Fender Douglas Fowley
Pete Edward Brophy
Peyson Byron Foulge
Murph Gaylord Pendleton
Grandma Man J. Charle

due to necessity of keeping footage rolling fast. Story concerns a young freman who is transferred to the arson squad to work undercover while ferreting out a gang of crooks who mask their thefts behind will-ful arson.

ful arson.

Robert Lowery delivers capably, as the young fireman while Anne Gwynne supplies a good temme touch as his schoolteacher girl friend. There's an excellent firebug character developed by Edward Brophy as the gang's chief tool.

tool.

Lensing by Carl Berger is good and the stock footage of blazes, fireman training, street chases, etc. have been cut in expertly by Edward Mann.

El Derade Pass (WITH SONGS)

(WITH SONGS)

Columbia relases of Colbert Clark production. Start Charles Stargett. Smile production. Start Charles Stargett. Smile production. Start Charles Stargett. Smile production of the Colbert Start Startes. Smile Starder Rocker Staylon. Breefet by Hav. Not the Colbert Startes S

With Charles Starrett again handling a dual role, "El Dorado Pass" shapes up as familiar place of the control fare in Columbia's Durango Kidseries. Hoofbeats, hard fightin' and the crack of six-guns are ample enough. However, there's little in from its many predecessors. Picture's market will be restricted to the lower half of the duals. As screenplayed by Earle Snell.

the lower half of the duals.

As screenjayed by Earle Snell, the story has Starrett falsely accused oil lifting \$20,000 from a Mexican rancher and his daughter in a stagecoach holdup. Before he as the stage of the

Thompson and his Saddle Rockin Rhythm.
Starrett is plenty virile in holding down both the part of a framed
cowpole as well as the misked Dicloudy pert as the stagescach victim while Burnette helps with his
from-making Steve Darrell, the Nohind the frameup and coin theft,
Supporting players are adequate.
Ray Nazarro gave "El Dorado"
a standard directorial touch. Campetent. Producer Cothert Clark
andowed this outer with aversate
trappings in keeping with the modted bouget. Burton Kramer colled
it down to a tight 50 minute
Gib.

April's B. O.

Continued from page 4 = post" took a beating on initial weeks in N. Y., and has not been heard of much since.

heard of much since.

Another film to disappoint was "The Fan" (20th). Given a rotime, low-hudget campagin and small support from the stageshow for its opening at N. Y. Roxy, it was lost sight of in the bally for "Belvedere." What chances it had pre-Saster at this house seed was campaign on "Belvedere" was launched before "Fan" finished its first week. first week

first week.

"Wake of Red Witch" (Rep) obtained additional playdates during the month and again did big bir despite Lent. "Bad Boy" Monol foundered sadly early in April and then came back to do some sturdy. Irade near the end of the month.

"Dear to Heart" (RKO) also took.

moved over to an SRO foreign post from the Goldwayn office all little over a year ago, have been named sustaint secretaries.

RKO-Butterfield

RKO-Butterfield

Continued from page 3

ages management's purchase of Paramount's intuncity interest in the production ingenity by William. Pearamount's intuncity interest in Pearamount's intuncity interest in Pearamount's intuncity interest in Pearamount's interest in Pearamount's and 35% in the bloothee. RKO-offered its stock to Butter-field interests under the terms of its contract which gives the mangement's under the term of the stock elsewhere. Par is followed by a similar deal and its stock holdings have already been officed interests under the terms of the stock elsewhere. Par is followed by a similar deal and its stock holdings have already been officed interests.

Clips from Film Row

The Great Heart Award, presented each year by the Variety Cibb of New England, will be given this year hand the given this year with the year that year man for the "Inmie Fund" which last year alone brought in nearly \$250,000 to the Children's Caneer Research Foundation. A dinner honoring Citre will be held this multi-

wit be held this nontring Cifre
House Bill 1035 that would appoint a five-man board to strict
se showing of pictures to children was reported adversely and
the House accepted the committee's report.
Madison Picture.

tee's report.

Madison Pictures Corp. of New England acquired world-wide rights to the picture produced by a group of Harvard under-graduates, "A Touch of Times."

Touch of Times."
Léonard Barrack named manager of Uptown. Lynn, operated by Richmond-Stern Enterprises, replacing Arthur Stein who resigned to enter real estate. Barrack was assistant at Kenmores.

KANSAS CITY

KANSAS CITY
FOX Midwest has moved managers in six of its situations, most of them in the Missouri-lowe district under Jim Long. Jay Wooten, which was the control of the most of the mine the lower of the control of the lower of the control of the lower of the lower

Remodelling of Fox, Joplin, Mo.,

New York Theatres



WEEK! VICTORIA

CLIFTON WEBB . SHIRLEY TEMPLE Mr. Belvedere :: College

On Variety Stage-VIVIAN BLAINE ROXY 7th Ave. 4 =

IONES COTTEN

RADIO CITY MUSIC HALL
Reskefeller Center
BING CROSBY
ta Wm. Sir c MING BENDIX HARDWICK In King Arthur's Court"

Color by Technicolor

A Paramount Picture

THE GREAT EASTER STAGE SHOW



includes new marquee and carpet-

includes new marquee and carpetiMilge Cullen Loew's division
General Research of the College of the Cullen Culle

CHICAGO

CHICAGO
Jack Barnett, Fox- Movietone cameraman for years, axed in latest economy drive.
Tom McConnelt will not represent Aiger Crueit in transfer percentage, suit in county Superior Cauttage theatres, now operating 11 drive-ins in midwest and north Pacific states, will spend nearly \$1.000,000 this year opening new locations.

OMAHA

Fred Teller, assistant manager of Orpheum, appointed manager of Omaha, to replacing Bernard Dudgeon who returns to the Tristates drive-in. Both are Tristates opera-

tions.
Ralph D. Goldberg, head of Goldberg Enterprises, plans to build three new suburban houses. Goldberg already has purchased the buildings and grounds housing the North Star and Muse, nabe theatres, and as soon as current leases expire will take over their operation.

PITTSBURGH

HI 13 DUNGAS.

Harold Henderson back in home town as Par salesman. Replaces Bill Brooks, who quit to Join CoFloyd Klingensmith quit Republic exchange to go with Col as salesman.

Cadogan Pa, theatre transCadogan Alex Reale to Wilbert McGaughey of Vandergrift.

DENVER Chas. L. DuRyk, National Screen branch manager here nine years, quits to become western sales man-ager of Hollywood Advertising Co. Jim Patsons, Des Moines manager, gets Denver post. Narciso Federici sold Cimarron, Cimarron, N. M., to John E. Hobbs.

INDIANAPOLIS

INDIANAPOLIS
Indianapolis Variety will fete
Olsen and Johnson at Antiers
and Johnson at Antiers
performance of their arena show
at Collesum.
Indianapoli Coloseum of MoIndianapoli Coloseum of MoI

Herman Booth, salesman of Na-tional Screen here, promoted to Detroit branch manager. Oscar Kushner, who recently sold his Hollywood theatre to Tom Hatfield, now buying and booking for Cantor Circuit.

HARTFORD

Group of residents of nelghbor-lng Bloomfield appealed to Court of Common Pleas from decision of Bloomfield Zontine Commission mit to Philip Maher of that town for construction of a drive-in. Seeking an injunction against con-struction of drive-in on grounds that board's action is illegal.

VANCOUVER

VANCUOVER
Sam Nagler, one-time branch
manager for UA here, now branch
managing for Cardinal Films.
New International Film Distributors manager is Cecil Black, former
SRO mgr. Vern Dixon, former IFD
manager, moved over to Cardinal
as Calgart branch manager.

- FROM N. Y. TO EUROPE

THE JACK GOLDSTEIN OFFICE

Drive-In Patent Case To Go to Supreme Court

10 to Suprelle Court

Los Angeles, May 3.

Operators of auto theatres under
the Hollingshead patent in the
by Pacific Drive-In Theatres that
they must continue paying royalties, regardless of a recent decision
the First District in the east. ParkIn Theatres, Co., controlling the
patent, is taking the case to the
U. S. Supreme Court for review
Recent. Court of Anneals verified.

and possible reversal.

Recein Court of Appeals verdict reversed an earlier, ruling by the Rhode Island Federal Court and declared the Hollingshead patent invalid because it does not involve cision, however, does not affect the validity of the patent in the seven western states, where the Court of Appeals for the Ninth Federal District upfield the patent six and a baid years ago in the case of a baid years ago in the case of entire the court of the patent in the work of the court of the patent in the work coast decision is not subject to preview because the time for appeal has expired.

Park-In is collecting a royalty of five cents an admission from Pacific Drive-In. largest of the auto the-atre chains in the west, with a string of 22 houses, either in op-eration or construction,

John Joseph Bicycling

John/Joseph Bicycling
John Joseph, assistant to Metro's
ad-pub veepee Howard Dietz, will
continue shuttling between the
continue shuttling between the
diet of the shuttling between the
diet of the shuttling between the
diet. The shuttling between the
die

Tax Rap vs. Chain Owner

Tax Rap vs. Chain Owner
Greensboro, N. C., May S.
Ellis Blumenthal, who operates a
chain of theatres, has been charged
by a federal grand jury with evading income taxes amounting to
\$336,801.69. His trial is scheduled for the next.term of United
States District Court in Greensbore.

U. S. District Attorney Bryce R. Holt charged that Blumenthal evaded federal income taxes over a three-year period, beginning in 1945.

Briefs From the Lots

Janis Paige, currently on loanout to RRO, returns to Columbia next to RRO, returns to RRO, returns the RRO to RRO, returns the RR

Manhatan," to inaugurate his own indie production unit.

Susan Hawward signed a contract in the contract of th

Having Been Accorded Clearances, **Drive-Ins Now Want to Bid for Pix**

New fight is brewing among the be 650-car one at Fishkill. Venture major film distributors and the is by the Ginsburg interests of a contraction of the Contraction o

from being settled, and the drive-ino operators are multing the feasibility of taking their argument to Since. the -roadside theatres, which are expected to number over 190 by July 1, represent an entire-inajor distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribs have had to realism, and the settle major distribution of the set

N. Y. Drive-In

Poughkeepsie.
Five drive-ins scheduled to open
Five drive-ins scheduled to open
Hudson Valley region. Probably
the first to open, about July 1, will ** IMPART

Drive-Ins Engulf Mpls Minneap

Drive-Ins Engul Mpis.

Minneapolis.

Wave of drive-in theatre construction continues to engul f this territory. Ted Karatz announced he are the state of the stat

Kermit, Texas, Outdoor House Kermit, Texas. The Tower drive-in opened here y Griffith Circuit.

500-Car N. C. Drive-In Greensboro, N. C. The Forest drive-in located one mile from the city limits of Ra-leigh opened recently. Consoli-dated Theatres spot has 500-car capacity. Harris S. Luther, Jr., is namager.





For Theatres, Auditoriums and Night Clubs

Easily operated. imploys a silvered glass reflector and two element variable focal length. its system.

and two-element variable foral length the lens system.

Draws only 19 amperes from any Hovoli A.C. convenience outlet. A sides and ultraviolet filler holder, bighly efficient, adjustable, selfMontad on casters. Easily disasregulating transformer, with is an assuled for abipulsed.

Produces a starz, snow while, unit integral burt of the base, reduces the lang in brilliancy any incaptioners or corrected are spotling, and equalities of the first time, naking possible as overviewd are spotling, and equalities of the first time, naking possible as the corrected are spotling, and the spotling of the first time, naking possible as the first time, and the first possible as the first possible and the first possible and the first possible and the first possible and the spotling possible and the spotling possible and the first possible and the spotling possible and the s

Use coupon to obtain literature, prices and name of nearest independent theatre supply dealer.



eine s	end fr	ee ilt in St	erature.	prices	and a	ame o	f the
me	1			7-			

Publicity and Promotion the World Over . 1775 Broadway, New York 19 PLaza 7-8538

NBC Has Work Cut Out for Itself Despite Peak \$70,949,218 '48 Gross

Disclosure last week that NBC4*
total gross income for 1941 of 1870,
total gross inco

according to the statement, that, with increasing competition between radio and other advertising media, new programs should be devertisers at a price which will maintain the economic advantages of the comment of the according to the statement, that,

Statement revealed the principal source of income for 1948 was the sale of time for nationally-spon-sored shows or local programs on the web's owned-and-operated out-lets. Commercial shows filled ap-proximately 51% of the total pro-gram hours, with the other 49% coping to sustainers, including pub-lic service shows. Television op-tional programs of the company of the programs of the company of the com-tage shown and the company of the transport of the company of the com-tage of the com-tage of the company of the company of the c source of income for 1948 was the

In carnings through the entry of new advertisers, the deep growth, NBC of this Up January, 1948, 295 of network time was compared; with the other 67% sustaining. By January, 1948, 390noared time had January, 1948, 390noared time had supported to the sustaining of the sustaining of

'Americans, Speak Up' Disk Series Being Produced To **Promote Free Enterprise**

Armerias' Future, Inc., a "non-political" educational foundation for free enterprise and against 'isma,' is packaging a new series and the series of the series of the bution. Format of series will be based on talks by prominent in-dustrialists and other public fig-tures, with Bill Stater to emcee the above. Attempt will be made to \$200 in U. S. bonds every week to dialers writing the best 50-word essay.

essay.
Series is being sold either to stations directly or sponsors at a
tons directly or sponsors at a
tons directly or sponsors at a
tons directly or sponsors at a
tover processing costs. Openended platters will allow for 90
tover processing costs. Openended platters will allow for 90
tover processing costs. Openended platters will allow for 90
tover character of commercials.
Vill assist the foundation in covers
to control of the form private individuals
will assist the foundation in covers
to control open process
to c Series is being sold either to sta

measures as price control and socialized medicine.

AFRA 'Re-pacts Freyman Washington May 3.

Wesh is pitching for ABC net. The month's output, however, was and part owner of the nearby Obney, May 1 Municipal Auditorium under an unanimously reelected president of the Washington-Baitmore described the Washington-Baitmore described the Washington-Baitmore described to Mark Agent May 1 Municipal Auditorium under an unanimously reelected president of Commerce, with proceeds going the Washington-Baitmore described the Washington-Baitmore described to the Washington-Baitmore described to the Washington-Baitmore described to the State of Commerce, with proceeds going period of Jast year. About the Washington-Baitmore described to the State of Commerce, with proceeds going period of Jast year. About the Washington-Baitmore described to the State of Commerce, with proceeds going period of Jast year. About the Washington-Baitmore described to the State of Commerce, with proceeds going period of Jast year. About the Washington Baitmore described to the State of Commerce, with proceeds going period of Jast year. About the Washington Baitmore described to the State of Commerce, with proceeds going period of Jast year. About the Washington Baitmore described to the State of Commerce, with proceeds going period of Jast year. About the Washington Baitmore described to the W

Be Special Feature of N. Y. AFRA Ball This Month

New York's American Federaheld at the Hotel Astor, May 20, will set a precedent with a topical revue about radio written and acted by local Afrans. Previous affairs of the union used only variety acts, but this year Joan Shea, co-chairman with Lampy Rose of the entertainment committee, suguestic the summer of th will set a precedent with a topical

bers to the national AFRA conven-tion, to be held at the Palace Hotel, San Francisco, Aug. 25-28. Elec-tions for four new N. Y. reps on the national board and 95 N. reps delegates to the confab will be held in June, using the local's new pro-portional representation place. The F.R. plan calls for the four tion of delegates in four categories.

according to the number of mem-bers in each group. The delegates will include 57 actors, 25 singers, 14 announcers and one sound ef-fects man. The N. Y. local will gain one additional member on the na-tional board, raising its representa-tion from 18 to 19 seats. Deadline for nominating petitions is May 31.

Jock Bounced For 'Moon, Sun' Mixup

Jackson, Miss., May 3. After airting a fictitious report Sunday (1) evening that "the moon Is falling into the sun and the Mis-sissippi River basin is an earth-quake danger area," disk jockey Bob McKee was dismissed by James Ownby, manager of WJXN, local indie.

James Ownby, manager of WXX, local indic.
Reaction to the three-and-n-half minute segment, which was labeled minute segment of the control of

his 350,/worshippers to warn their neighbors. McKee said the broadcast was his own idea and it had not been cleared with the station's program department. Ownby, who expressed regret over the incident, ordered the broadcast stopped immediately and had corrective amouncement aired for the rest of the night.

State Dept. Protests Russ Jamming of 'Voice' B'casts Washington, May 3.

Washington, May 3.
State Dept, disclosed vesterday
(2) that on Saturday last it had
protested for the international Teleagainst the Soviet Jamus against the Soviet Jamus against the Soviet Jamus Coulon of Court of America' broadcasts.
Protest came from George V. Allen, Assl. Secretary of State for Allen, Assl. Secretary of State for on the Jamus against the Soviet Sovi

Buffalo Am. Hour



BOB DAVIS

Bob Davis, a membe topnotch announcing sta doing mike work for a —another example of enced "know-how" th KLZ as "The West's Fin

ABC, NBC Walk Of Technicians **Averted Pro Tem**

Walkout threat by technical per-sonnel at ABC and NBC was nar-rowly averted last weekend follow-ing an agreement between the net-works and the National Assn. of Broads and Berry and the state of the week past the expiration date of April 30. NABET had broken of talks with the networks a week ago when the latter rejected the un-low's demands. Both sides were continuing negotiations until late the NABET was not apply to the pro-ting of the networks and the second transport of the networks are seen as the second transport of the networks are not as the second transport of the networks are not as the second transport of the networks are not as the second transport of the networks and the second transport of the networks are not as the networks are not as the networks are not as the net

continuing negotiations until late last night (Tues.).

NABET's major demand is for a general 18% wage hite for engineral 18% wage hite for engineral 18% wage hite for engineral 18% wage hite for the late of th

Douglas, MacMahon to Spark Textile Workers'

10th Anni One-Shotter celebrate Its 10th anniver-

sary the Textile Workers Union (CIO) is sponsoring a 30-minute, one-shot program, "From Where We Came," over ABC May 14. on is arranging for members to hear the show at dinner meetings across the country.

across, the country,
Meiyyn Douglas will narrate and
Aline MacMahon will be featured
and the metalling special observations of the state of the stat

MARCH TUBE SALES OFF: 3-MONTH DROP 20%

Washington, May 3. Reflecting the overall decline in production of radio sets, March sales of receiving tubes, totaling 14,505,000, fell off about 3,700,000

Hooper's Top 15 and the Opposition

| Sponsored network | r | compelition | con | Gabriel Heatter | 7,1 | Fishing & Hunting Club | 1.5 | Johns-Manyille News | 1.9 | Telephone Hour | 7,3 | Telephone Hour | 7,5 | Electric Theatre | 4,8 | Walter Winchell 19.8 Orig. broadcast . . 18.9 Added by second broadcast . . 0.91 Fibber McGee & Molly . 19.8 Erwin D. Canham.....
Johns-Manville News...
Arthur Gaeth.......
American Forum.....
Contented Program... My Friend Irma..... 19.4 Arthur Godfrey's Talent Rallroad Hour 6.7 Henry J. Taylor 1.5 Adv. of Sherlock Holmes 4.5 Voice of Firestone 5.5 Horace Heidt 7.0 14.1 Jack Benny 16.0
Orig. broadcast 14.5
Added by second
broadcast 1.5†
Crime Photographer 15.6 Original broadcast.
Added by second
broadcast.
Jo Stafford Show.
Johns-Manville News.
Sealtest Variety Show.
America's Town Meet-Bob Hope..... 15.2 we, the People.... Gabriel Heatter.... None Gabriel Heatter.... People Are Funny 14.6 Suspense 14.0 Gabriel Heatter
Music Hall
Adv. of Sam Spade
Lum and Abner
Fred Allen
This Is Your Life
Railroad Hour
Straight Arrow
Cavalcade of America
Take a Number Stop the Music 13.9

Take a Number... Milton Berle... County Fair.... Gabriel Heatter...

Groucho Marx 12.4 Johns-Manville News ... 1.5

Philco Philly Production Halted In Help Wage Contract Dispute

Gets His Heart's Desire, Winning \$25,000 Suit Hollywood, May 3.

Mystery, Theatre 13.8 Inner Sanctum 13.7

Truth or Consequences. 13.7 Duffy's Tavern.......... 13.7

Mr. District Attorney ... 13.7

Another radio plagiarism suit went the way of the plaintiff last week when Edward Kovacs was awarded \$25,000 by a jury in uperior court against Raymond R. Morgan agency, Philip Morris and Don Lee-Mutual. Show was in-demnified.

demnified.

Kovacs alleged his idea was appropriated by "Heart's Desire," the suit being filed two years after show first was put on the air and three months after it had been withdrawn.

NBC Pointing Chi Chiefly to TV?

NBC is reportedly slicing acutely its AM radio staff in the central division headquartered here in preparation for strengthening Chicago as a television program origipoint. Web yesterday (Mon.) handed two-weeks' notices to 32 radio staffers with more re-ported in all departments except video.

video.

Recent trade talk that I. E. Showerman, veepee in charge of the central division, will be moved to an NBC berth in New York is unconfirmed. Insiders report his Chi veepee post will be handed soon to Jules Herbuveaux, now managing WBBQ, the web's owned-and-operated video outlet here.

Philiadelphia, May 3.
Production of Philoe radies, relevision sets and refrigerators came to a full half yesterday morning (2) when 6.300 employees of the company's 22 plants and warehouses in this city staged a work adopting as the result of a contract stage of the company's 22 plants and warehouses in this city staged a work adopting the result of a contract strike, while Locals 101 and 102, United Electrical Radio and Machine Workers, CIO, called the action a lockout.

Chine Workers, CIO, called the action a lockout.

The contract of the contract of the properties of the properties of the properties of the properties of the contract of the properties of the propertie

nour parade around the huge mothest Philadelphia Tadlo and professed Philadelphia Tadlo and the refrigerator division In another section of the city. The pickets kept out all help, office and ciercal permitting only maintenance consideration of the control of the company had agreed to meet Priday. (6) to try and settle the discompany had agreed to meet Priday. (6) to try and settle the discompany had agreed to meet Priday. (6) to try and settle the discompany had agreed to meet Priday. (6) to try and settle the discompany had size the discompany had sized to bring both sides together for a conference. The strike technically began at Saturday midnight 130, when the Philos contract expired. We have provided the priday of t

(Continued on page 34)

Rival Hartford Stations Split Ball Game Airings In Cute Contretemps

ine central division, will be moved to an NBC berth in New York is considered. Insiders report his expension of Jules Herburgaus, which was an adoperated video outlet here.

Denny Benies

Denny Sesteriday (Tues.) denied reports of the web's big shade with the sold to be conceded Showerman had made with the sold took, the web had benies are routled with the sold took, the web had web took the sold took

NBC'S SUMMER OPPORTUNIT

Lux Leads Nielsen

Jack Benny slumped from second to fifth place in the second National Nielsen Ratings, compiled for the March 20-26 week. Projected figures, representing total listenership throughout the country, show Lux Theatre continuing in the No. 1 spot, with Goddrey's Talent Souts' ellimbing into second. Homes figure is obtained by multiplying the rating by 37,623,000—the 1948 estimate of total U. S. radio homes.

AND THE RESERVE OF THE PARTY OF	Homes	to-
Program	(In thousands)	Ratings
Tay Radio Theatre	13,018	34.6
Godfrey's Talent Scouts	9,970	- 26.5
Fibber McGee and Molly	9,481	25.2
My Friend Irma	8,691	23.1
Jack Benny	8,127	21.6
Walter Winchell	7,750	20.6
Bob Hope		20.0
Amos 'n' Andy	7,261	19.3
Mystery Theatre	7,073	18.8
People Are Funny	6,998	18.6
Suspense	6,998	18.6
Mr. Keen	6,960	18.5
Mr. District Attorney	6,923	18.4
Mr. and Mrs. North	6,772	18.0

Canadian Announcer Fired: Violated Oath' By Citing CBC for 22% Pay Nick

equel to an article in the Stand ard, a Canadian weekly, in which he blasted the Canadian Broadcasting Corp. for deducting a 22%

he blasted the Canadian Broadcasting Corp. for deducting a 22%
commission on commercially sponored program amounting chores,
ored CIRC, Toronto, was fixed Saturday (30) by the CIRC.
Explanation of CBC managements
with the CIRC.
Explanation of CBC managements
within the worked," that he violated
tha "CBC oath of secrety," Fixed
within the worked," that he violated
tha "CBC oath of secrety," serve
as a CBC announcer before the
claims he grossed \$12,000 a year
as a CBC announcer before the
least serve of the commercial of the
least dissatisfied with his emloyement conditions on the CBC
and that he might move to the
claims have formed by binn as "a
manifestation of the fear complex
dismissai is termed by binn as "a
manifestation of the fear complex
CBC thas a system of remuneration
for staff announcers, such as Al(Continued on page 36)

(Continued on page 36)

Mull Music, Guest Setup as WW Sub

Attempting to hold on to Walter Winchell's to powers commentty rating of 25.7, William H.
Weintraub agency is mulling a mutic and comedy summer replacement for the gabber, using topflight guest stars. The agency for
East Serbace, Winchell's bankrollflight guest stars. The agency for
East Serbace, Winchell's bankrollflight guest stars. The agency for
East Serbace, Winchell's bankrollflight guest stars. The dependence of the
East Serbace, which guest stars and
East Joins, Jack Benny, Bob Hope,
Burns & Allen, Milton Berle, Frank
Stanta and Tony, Martin on the
possibility of their each taking over
the Stunday 9 p.m. spot on ABC
East Stars and Stars
The histus stanza will star in
Indi-July and run for seven weeks,
which gives Weintraub and KaiEast-Frazer, time to make a decision.

which gives Weintraub and Kaiser-France time to make a decision. In previous time to make a decision. In previous great Windhell's summer refracts great Windhell's summer refracts great Windhell's summer refracts great with news, sports and women's commentators each getting five minutes on the broadcasts. In '34 the assignment was taken over by Ben Grauer, reporting the news, and Arlene Francis, talking from the Stork Club, N. Y.

Magnavox Slashes

Magnayox C. Chicago May 3: Magnayox C. Joined the price-slashing part of radio manufac-turers y and the price of the con-turers of the control of the con-cies of radio-phonographs. General sales manager Roy Bos-cow said that cuts will range from \$15 to \$184, and will amount to almost 40% in some cases. New prices were effective Monday (2).

Heidt's Packaging Biz

Herate 1 advagaing Diz.

Horace Heldt has gone into the peckaging biz, and will produce his own stows for both radio and suddence participation show, "Find My Twin," which was recorded at NBC over the weekend.

Joseph C. Donahue, former genery exce, heads the sales or ganization here. Offices also will be maintained in N. Y.

ABC Billings Hit New Peak for 1st Quarter of '49

ABC's gross billings during the new peak of \$12,133,005, compared with the previous high of \$11,857,-464 racked up in the Initial quar-ter of '48. The '49 figure is 3% more than the same period last

ABC's sales v.p., the web signed firm orders for new network blz amounting to \$570,402 during the

amounting to \$570,440 during the inversement partied. An even higher sum, \$784,685, was brought in by the chain's video sales over the same period.

Thrower's report declares that ABC is 'the only network to show successive ye ar 1y Hooper chausters in the cream commercial Hooper tabulations, while, cover the January-March period, show CBS in first place with 11.8, aBC with CBS in first place with 11.8, aBC with 9.8 and MBS with 4.3. Comparing same period of '46 reveals ABC up (68%, CBS up 78, MBS down 4% and NBC down 25%.

Berle, Sullivan Win Jewish Vets Awards

Milton Berle has been kudosed Million Berle has been kudosed with another award. The "Texaco Star Theatre" comic has been named as "the year's outstanding performer," and Ed Suillvan cited for his journalistic efforts in behalf of hospitalized vets, by the Jewisb War Veterans.

Berle and Sullivan will beadline.

Berle and Sullivan will headline an all-star JWV show at Madison Square. Garden, N. Y., May 18, WEVD, N. Y., will carry two hours of the benefit and Arthur Godfrey, Kate Smith, Martin Block and Jinx Falkenburg have cut transcribed spots to promote the event.

NBC, virtualy forced to develop its creative programming taients as a result of the CBS talent raids last fall and winter, will have least 11 half-hours of nighttime least 11 half-hours of alghtime space available this summer to showcase any house-culli packages it comes up with. Of the web's total of 25 sponsored nightime-culture that the space of th

on the Coast and utilizing Hollywood stars as paticipants.

Biggest gap that will have to be replaced by NEG occurs on Friday, when Jimmy Durante vacates the Riso spot for the summer. Red-Siod and "Life of Riley" takes a vacation at the 10 o'clock time. Thursday night will also be open, with General Foods deciding to the Commerce of the Commerce of

CBS '49 Grid Coverage To Be Based on Its New Simultaneous System

11 SLOTS TO OPEN 'Skyrocket Bids' on Talent Decried By Sarnoff: Could Have Held Lost Stars

RCA's 1/4 Net Up
RCA's net profits for the first
quarter of 1.949 were \$5,932083, an increase of \$167.595
over the same period last year
over the same period last year
stockholders' meet yesterday
(Tues.) in N.Y. by RCA barrod, restockholders' meet yesterday
(Tues.) in N.Y. by RCA barrod, restockholders' meet yesterday
(Tues.) in N.Y. by RCA barrod, restockholders' meet yesterday
chair in the profit of the same period in 1948 melidated
gross income, Sarnoff said, was
\$92,327,827, as compared with
\$88,093,297 for the same period
last year, Thin tepresents an

Lever May Sign Martin & Lewis For NBC AM-TV

Deal was near the inking stage this week for Lever Bros. to pick

uns week for Lever Bros. to pick up the tab on the new Dean Marthele For Lever Bros. To pick the Property of t Simultaneous System

CBS' regular gridiron coverage in the 1949 season will be been used on "Football Roundup," reporting on more than 90 games simularies and the NBC program toppers are still uncertain whether to make the great of the program. The proposed on the program of the program toppers are still uncertain whether to make the great proposed on the program toppers are still uncertain whether to make the great proposed on the program that of the program that of the program that of the program that proposed the program that of the prog

PRCA board clairman David Sarmoff declared yesterday (Tue-S) that,
NBC could, have held on to the
mans stars it lost was CBS talent
mass that it lost was CBS talent
price, but thought such "skyrocket
idding" unwise. Speaking at the
annual RCA stockholders' meet haman that that web will eventually
lose whatever profits it might now
be amassing with its new stars,
that that web will eventually
lose whatever profits it might now
be amassing with its new stars.
In his annual summation of the
operations of NBC, a wholly-owned
CAC subsidiary. Sarnoff stated:
is no profit to the network, sponsor or artist in the purchase of
overpriced talent packages. Comor artist in the purchase of
overpriced talent packages. Commeasured by what radio is able to
deliver to advertising sponsors,
some of the so-called assets pursome of the so-called asset pursome of the some of the some of the
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some of the some (Continued on page 34)

Benny Costs CBS Another \$15,000

That protective arrangement set up by American Tobacco for Jack Benny's switch to CBS reportedly cost the web another \$15,000 this

Benny's switch to CRS reportedly cost the web another \$15.000 this week.

Under terms of the deal, CRS 1000 this week.

Under terms of the deal, CRS 1000 to the control of the control of

CBS Inks Cy Howard To Longterm Pact

To Longierm Pact
CW Howard, Indiversel, May 3.
CW Howard, producer-creator of
CSS "My Friend Irms" and "Life
With Luigi," has been inked for a
iongterm pact as a producer for
the web, Hubbeil Robinson, Jr.,
the net's program v.p., announced,
the net's program v.p., announced,
from New York, where details of
from New York, where details of
the pact were worked out after
preliminary negotiations with Hary'S. Ackerman, v.p. and director
of Coast network programs, Howthe web's Hollywood creative department, producing his two curent shows and developing other
original properties for CBS.

JOHNNY OLSEN'S GET TO-GETHER Producer: Jack Cleary 60 Mins.; Sat., 10 a.m. Sustaining ABC, from New York

For its type, ABC's new a.m. au dience participationer has a good dience participationer has a good cidea to commend it. Johnny Olsen is a tested emcee and the hour has a number of Start deal to commend it. Johnny Olser Is a tested emcee and the hour has

N A TION AL HEALTH INSUR-ANCE PROGRAM With Gunnar Back, Charles Colling-wood

wood
Producer-Writer: Back
30 Mins., Frl. (29), 10:30 p.m.
Sinstaining
CBS, from Washington
In a good bit of journalistic en-

terprise, CBS scheduled a special half-hour airer Friday (29) night, to discuss President Truman's re-cent message to Congress for a compulsory national health insu-mace program. CBS report was a timely discussion of a serious sub-ject, debated simply, earnestly and effectively. The net let the people involved—the doctors and the av-troved a series of tape-recorded interviews with the man or woman in the street and small and big town medico. to discuss President Truman's re-

interviews with the man or women in the street and small and big Gunnar Back, of CBS' Washington news staff, did the reporting, weaving the taped remarks into a logical continuity. Charles Color of the usual stock arguments, pro and the usual stock arguments, pro and don, were expressed—the costs inversed, danger of socialism, governed, and socialism, and socialism,

THE RAILROAD HOUR
With Gordon MacRae, bost; Lucille
Norman, the Sportamen, John
Rarig orch, Billie Burke, others;
Writer: Jean Holloway
Producer-director: Ken Burlon
39 Mina; Mon. Sp.m.
ASSN, OF AMERICAN RAILASSN, OF AMERICAN RAILABC, from Hollywood
"The Railroad Hou?" switched to
"and waster format Monday
"Agent waster format Monday
"Agen waster format Monday
"Agen waster format Monday

"The Railroad Hour" switched to a warm weather format Mouday (2) with a new series that's built around bits of backstage memo-rabilia of noted composers. Initial rabilis of noted composers. Institute show of the summer edition was show of the summer edition was preem of the Jerome Kern-Oscar Hammerstein, II, "Show Boat." Oramatic portion of the program was handled well while wardiers, man, the Sportsmen, harmony group, and John Ratigs' band capably interpreted the classic Kern score.

capably interpreted the classic Kern score.

While the dramatized reaction of Kern and Hammerstells to the Kern and Hammerstells to the Classic Hammerstells to the Classic Hammerstells to the Classic Hammerstell Hammerstells to the Classic Hammerstell Hammer

THE WORLD IS OUR BEAT With Bill Downs, Eric Sevareld, Howard K. Smith, David Shoen-brun, Edward R. Murrow, Rich-ard C. Hottelet, Larry Lesueur Producer: Lee Bland 30 Mins; Wed. (27), 11 a.m. Sustaining CBS, from New York

Sneak-previewed over CBS last week, "The World Is Our Beat" is a show that will rack up pienty of news-hungry listeners if It's aired news-hungy listeners if It's alreaser regular stems. Idea are
served and the server of the server
with seven long who reporters kindling around some of the hot issues
of the day. Eaking part in the gabfest were Bill Downs (Berlin).
K. Smith (London). Eric Sevaried
(Washington) and Edward R. Murrow, Richard C. Hottleit and Larry
Lessieur, the latter three in New
YThe show.

Lesiuer, the latter three in New York.

The show was taped, allowing for citing and reshuffling of the newstions. In editing, a voice was added to make clear the transition from the control of the cont

THROUGH MANY THINGS With Suzaune Holeton Producer-Writer: Miss Holeton 15 Mins.; Frl., 7:10 p.m.

JAY STEWARTS FUN FAIR
With Jay Stewart, emeer: undernormal state of the property of the proper



HARRY SALTER MUSICAL DIRECTOR Stop the Music—ABC it Pays to Be Ignorant—CBS

four recordings before breaking in with identifying comment.

Couple upon one occasion choose the comment of th

cure. Gilb.

INTERNATIONAL AIRPORT

"Flight From Fearth, Everett
Stoane, Gilbert Mack, others
Writer; John Roebert
Froder: Director; Brown
Sustaining
WOR, New York
WOR, New York
WOR, New York
Good Storm of the Storm of the Storm
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WOR, New York
Good Storm of the Storm of the Storm
Of the Storm of the Storm of the Storm
Of the Storm of the Storm of the Storm
John Roebert; took a backhanded
swing at Hollywood. It discussed
the swarlcousness of a pix produsacident, pick up an ex-Gl extra
at the airport and has a plastic
surgeon make him over for resemsurgeon make him over for resemsurgeon make him over for resemshed production. He then plan
Stopping of the Storm of the Storm
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just deserts.

Despite propoterousness of has
Despite propoterousness of has
Despite propoterousness of has

just deserts.

Despite preposterousness of basic plot, it was tightly scripted and
aptly directed by Hl Brown, to
arrest and sustain interest. It was
also played well by a competent
cast. Despite its vague similarity
to the John Garffeld legit starrer,
"The Big Knife," which touches
on a somewhat similar theme, it
was the start of the star

Followup Comment

Dr. David Bradley, author of "No Place to Hide," said that the motion picture which he will make motion picture which he will make the property of the propert

be terrific," he commented.

Dr. Bradley was an Army physician assigned to the Navy to observe results at Bikini. He gave a calm though graphic description of what might happen if an atom bor, be were dropped in the Hudson River at New York.

..... From the Production Centres

IN NEW YORK CITY . . .

Robert E. Kinner, ABC szec v.p., and Earl Mullin, web flack, left Friday (28) for Frince where KGO-TV will be inaugurated tomorrow (Flours)... Robert Blackley, ABC's Washington v.p., is size making the trek. Larry Blower, foung & Rubleam publicly manager, teav-flower, from the control of th

veepee in charge of operations, trekked to Coast on business Thursday (Robertser Pow, WHOM chief, appointed chimtons of foreign inspanses and the control of Givester New York, Pund). "Stem Freeman, plantasinger-composer of NBC-TVY "Candlelight Revue," collabbing with Nat Hiken on a series of Broadway skelches. "Ren Dunn, a native of Canada, who came to New York by way of Texas, has joined WOR Canada, who came to New York by way of Texas, has joined WOR with the control of the contr

IN HOLLYWOOD . . .

IN HOLLYWOOD

... Radio Directors Guild took in 14 new members, 11 of them from television... George Elisworth Mellon, onetime financier, has turned a hobby into a full time operation to transcribe kid shows for radio relevation... Owners are supported by the series, for the series, "Castle Land of the Sky," is being adapted from Mellon's digits of fancy by Virginia Cookes and directed by 0. J. Newwerth, both easies, to the youngsters and now he is putting them on platters. First of the series, "Castle Land of the Sky," is being adapted from Mellon's digits of fancy by Virginia Cookes and directed by 0. J. Newwerth, both caster, has been named director of Housewise Protective League of CSS. He'll appear on the strip and also continue with his sponsored programs... Paul Warwiek around with Erv Staudinger of Warwiek Raymond R. Morgan back from Paris where he set up the Maurice Chevaller show for broadcast in this country... Sid Stroat's 31st birthday party was the social event of the radio season... Cornwell Jackson Treasury Dept. bons thou cet and Ed Helwisk to actip the May Interest of the Stroat's Stroat's 11st birthday party was the social event of the radio season... Cornwell Jackson Missaury... There'll be no a dibbing or breaking when Bob lone does stickler for timing and strict adherence to the script... Art Linkeleter May Mellow and the strong of the Stroat's Stroat's

MULTI-LINGUAL BILLINGS

New Chi FM Longhair Putting Up Strong Fight for Share of Audience

Example of how an Independent of Markinson an Complete of Now an Independent of Markinson an Complete of Markinson an Complete of Markinson and Markinson and American folk music. Only 20% of the program scheduled is made and American folk music. Only 20% of the program scheduled is made for attandard population. Program of the program scheduled is made for attandard population of Markinson and American folk music. Only 20% of the program scheduled is made for attandard population of Markinson and Ma

Airing Extended

the black.

Alring Extended
Promotion director Herb Kraus
revealed that it first month of operation more than 1,300 letters had
revealed that it first month of operation more than 1,300 letters had
the state of the state of the state of the
William of the state of the state of the
WMOR listeness several hours per
week of music from the British
Froadcesting Corp., symphony.
If from noon till midnight. The 84hour 'total hours will be boosted
to 136 within several weeks, when
WMOR starts airing from 7 a. m.
Encouraged by the Chi response,
the indie is proceeding with more
cultural fare. Latest acquisition
to the program aded is Dr. Rich
to the program aded is Dr. Rich
who will disk an "anthropological",
who will disk an "anthropological",
who will disk an "anthropological",
who will disk an and the state of the state of the
road riche East and West Indies
and South America.

Breakfast Club' In N.Y. 10-Day P.A.

Don McNeill's Chicago May 3.

Don McNeill's are esstern tour in May with one of an eastern tour in May with one of the chicago and the chicago may be chicago and the chicago may be chicago and who chicago a

WBAL Raises \$20,000 For Cancer in 1-Day Auction

Cancer in 1-Day Auction

More than \$20,000 was raised for the American Cancer Society's capability in Maryland last Saturative last saturative

Lane's Mc-E Post

Hollywood, May 3.

Thomas H. Lane, who resigned last well-as made and state and state

Quick Change

Lynn Stone and Addy Richton, co-authors of CBS' "Hill-top House" soaper, took a

Lynn Stone and Addy Rich-ion, co-sultors of CBS "Hill-week's holiday in New Orleans after finishing a script se-quence in which the hero and heroine enloy a honeymon in the historic Southern city.

The holiday in New Orleans, the heroine enloy a honeymon in the historic Southern city.

The holiday is not been and the heroine enloy in the historic for-ther romance using material from travel brochures, but when they arrived in Louisi-ana they found their radio-nana they found their radio-nana they found their radio-nana they found their radio-man furths and flowers me-tioned were out of season. So the girls caught a plane back they are they are they are they are they are they are further they are they are further they are the are they are they are they are they are the are they are the are the are the are the are they are the are the

Spokane Seeking Hub Wavelength; **CBS** Beef on Ohio

Washington, May 3. Commission was asked last week to authorize the use of 1,030kc, a class

Commission was asked last week to authorize the use of 1,000ke, a class L-B clear channel assigned to WBZ. L-B clear channel assigned to WBZ. Commission his present 50kw operation on 1,510kc doesn't be commission his present 50kw operation on 1,510kc doesn't was marked for a special service authorization, subject to FCC cancellation at any time, to use 1,510kc constitution of 1,510kc doesn't was marked for a special service authorization, subject to FCC cancellation at any time, to use 1,510kc doesn't was service authorization, and the constitution of 1,50kc with the commission of 1,510kc over the protest of WJZ. New York, which agreed to KOB's originally assigned the use of 1,030 but was given an SSA to shift to 770 when interference resulted, II has an application pending for which is availing the outcome of the clear channel proceedings. KGA contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5 channal contends that 1,030kc automatically became a class 1-5

MCA contends that 1,00%c auto-matically became a Class 1-8 chan-nel when it was assigned to KOB and that the Commission's failure the public of radio service. The most logical location for the alloca-tion of the frequency, it declares, is with proper directional 'equipment, it can serve a large area without the referring with Boston. Could still use 1,000kc without causing inter-ference even if the Commission should decide to move KOB to the CBS petitioned the Commission

should decide to move KUB to me frequency.
CBS petitioned the Commission last week in opposition to the establishment of a 5kw station in Gallon, O., on the 590kc frequency. The web claimed the 100 listeners from its Boston outlet, weEE, which uses the same channel.

nel,
Most of these listeners, itadded, receive no primary signal from any other station affiliated with the network.

CBS Gets A&A Summer Sub, 'Call Police,' Too

CBS, which copped "Amos 'n' Andy" from NBC, has also taken over its summer replacement, "Call the Police." The cops-androbbers stanza will go into the 7:30 p. m. Sunday spot June 5, for a 17-week run. It had been on NBC the previous two summers.

Lever Bros. will sponsor for Rinso, via Ruthrauff & Ryan.

MEANS MORE BIZ

One of the livelies' agreements of the AM Industry today germents of the AM Industry today germents of the AM Industry today germents of the AM Industry today germent of the AM Industry today germent of the Control o

Blgger Listenership

in Italian.

Bigger Listenership
One of the facts the multi-langage outlets point to is the lineforefinespeaking population. Whenforefinespeaking population.

In the past few years—a host of
profests are received. Listenership
in Italo-American homes, aurveys
in Italo-American homes, aurveys
from the past few years—a host of
from fost of the past of the past few years—a host of
from fost of the past of the past of the past
for lateral metupolitian New
York homes. That this pays off
formatically is seen in a WOV refor the first quarrier of '49 compared with the same period of '48.

WHOM. N. Y., which currier 115.

Hours weekly in six forefin lastime from 60% to 86% of its total
time from 60% to 86% of its total
sked after Generoon Pope, publisher of il Progresso Italo-AmeriStandard of the previous year;

Goodstreet on page 291

Coomitteed on page 291

(Continued on page 34)

WB's KFWB Nixes Sales 'Pitches'

Hollywood, May 3. ing its commercial spot sales. Station, it has been revealed, will

CUT IN ENGLISH WNEW Maps New Sand & Surf Drive To Capture Out-of-Home Listening

Pulse's Top 10

Pulse's Top 10
Top 10 Pulse-rated shows
the March-April period follows
closely the lineup previously
announced by the other rating
services, with law Theatre and
one-two positions. Ratings are
the combined average of five
metropolitan areas, including
N. Y. Boston. Philadelphia.
Chncimati and Chicago. Folwith the January-February
ratings for comparison:

ratings for comparison:

March JanLux Radio Theater April Feb.
Lux Radio Theater 22.8 2.2
Fibber McGee-Molly 19.3 19.3 2.2
Fibber McGee-Molly 19.3 19.3 2.7
Fibber McGee-Molly 19.3 19.3 2.7
Fiber McGee-Molly 19.3 19.3 17.3
Fiber McGee-Molly 19.3 17.3
Inner Sanctum 15.3 17.3
Inner Sanctum 15.3 17.3
Inner Sanctum 15.3 17.3

Guaranteed Sale Offered to TBS **Member Outlets**

Transcription Breadcasting System, which now includes 142 stems, which now includes 142 stems, which now includes 142 stems, has annuched a new sales program. Ray Green, TBS executions, has alunched a new sales program. Ray Green, TBS execution, and the same stems of the sales of the sales

OUTLETS MUST SET STANDARDS, COY SEZ

ing its commercial spot sales. Station, it has been revealed, will gradually do away with "pitch" and mail pull commercials. Most of this type selvertising on outlet, state of this type selvertising on outlet, sales head of WB. Willis, for the self-way of the state of the state

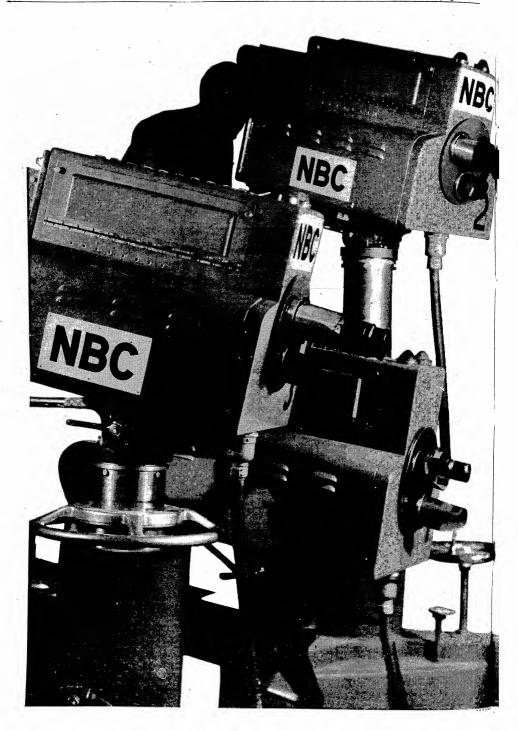
Following through on its success full sand-and-surf emmelsion of last year. WNEW, N.Y. is wading in again with another summertime promotion and programming project, designed to build audiences of the summer of th

of your home either today or last an ight after 7 pm. If yes, where the state of th

FCC Asks Sup. Ct. **Backing Re WJBW**

Washington, May 3.

The Federal Communications Commission yesterday (2) asked Commission yesterday (2) asked the Supreme Court to uphold its refusal to renew the license of the court of the court of the frequency to the ex-wife of the frequency to the frequency of the frequency to the frequency of the Supreme Court to uphold its



for the 7th consecutive month,

NBC presents advertisers with the

largest average evening audience

in network television.*

'Studio One' Shift Again Points Up Multi-Net Scramble: 8G Weekly Nut

Final slotting this week of CBS-TV's "Studio One" series in the Wednesday night 10 to 11 slot points up the softlites which went into operation Sunday (1) have not been too much help to the net-works in clearing time on artifacts can do nothing to ease the situa-tion until enough outlets get on the air to give each of them an ex-tion until enough outlets get on the air to give each of them an ex-tended to the control of the con-trol of of

now in effect in many cliles.

Westinghouse, which takes over
sponsorship of "Studio One" when
it moves into its new time next
Wednesday (11), had originally
in the present sold originally
at 7... Many of the CBS-TV affilia
at 7... Many of the CBS-TV affilia
ats., however, are also linked in the public of the Dulkont web and had previous
the property of the company of the cBS-TV affilia
at various other "Original Amaseur Hour." Similar roadblock was met
at various other time periods, fortlag Westinghouse to actile finally
time, which becomes the latest
sponsored hour-long show on any
network.

sponsored hour-long show on any network.

Series, formerly aired twice a morath, will be staged every week morath, will be staged every week for the stage of the

production mut, exclusive of the time charges. McCann-Erickson is the agency.

Addition of two more westbound addition of two more westbound addition of two more westbound with the control of the contr

DaMont 1st Qtr.

Dalfont Laboratories reported yesterday (Tuss.) first quarter times that of the similar period times that of the similar period to t

CRESPINEL TO MAKE VIDPIX ON U.S. COLLEGES

Hollywood, May 3.

William T. Crespinel, founder of
Cinecolor, and his son, William A.
Crespinel, have formed Tuloca
Productions for the production of
television pictures. Initial series
will deal with colleges throughout

will deal with colleges throughout to country.

Lespinate to the college of the country of the country of the country of the country of the college of the country of the c

KSD-TV to Broadcast 30 St. Louis Browns Games

St. Louis, May 3.

KSD-TV, owned and operated by the St. Louis Post-Dispatch, last the St. Louis Post-Dispatch, last week signed a pact with the St. Louis Browns to televise 30 or more games to be played at Sportsman's Park. George Burbach, general manager of the station, made the deal with Bill DeWitt, ball club the deal with Bill Dewitt, ball cital prexy. The first broadcast was the initial game of a doubleheader between the Browns and Chicago White Sox Sunday (1).

Burbach said "various advertisers" would bankroll the tele broadcasts. SCRD also falculage, however.

casts. KSD also televises home

Opera Series Set by DuMont

Indie outfit HRH Television Features will present a cycle of major operas over the DuMont net-work next fall. Series, comprising a standard repertory of al operas newly translated into English, will be condensed to 50 minutes with the tele-prints open-ended for commercials.

utes with the tele-prints open-endof or commercials.

Cost of the individual programs
will run well above \$10,000. Operas
will run well above \$10,000. Operas
will run well above \$10,000. Operas
pin Playhouse on Broadway, then
piped via closed circuit to a TV
screen from which they are being
transcribed onto 16m film.

The stars from various opera
companies in the U. S., including
the Met. Dulfont network has already acquired full rights to the
operas which will include, besides
companies in the U. S., including
the Met. Dulfont network has already acquired full rights to the
operas which will include, besides
companies in the U. S., including
the Met. Dulfont network has almedy acquired full rights to the
operas which will include, besides
to companie and modern pieces by
such composers as Gian-Carlo
Mortical Sauman will be
stage director. Paul Rosen, exce
of HRH (Gus Haenschen-RosenDolores Hayward), will be pro-

Mont 1st Qtr.

Earnings Treble
Light Open Co., and Paul King.
Chem Laboratories reported

Mont Laboratories reported

Three Philly Stations Combine on Ball Airing In Rotating Schedule

In Rotating Schedule.

In Rotating Schedule,

This town's data was a series of the ser

crews, productions staffs and announcers. The night schedules are so arranged that virtually all the top shows carried by the stations get no interference from the ball game. Sponosrship of the games—Ballantine Ale, Camel cigarettes and Atlantic Refining—is shared by the stations.

Chi Group Models Show On College Inn Technique

On Courge Inn Petnnigue
Chicago, May 3.
Honeydreamers, Chi vocal quintet, will launch a new-style tele
show via WENR-TV May 19,
modeled on the successful show
technique of the Hotel Sherman's
technique of the Hotel Sherman's
about a "musical" 's a lut o" tofamous composers.

Holmes' Sante Fe Pic

Televiewers in Chicago, Naw 3.

York and Beofon will get a travel hypo this fail in a S-week, 15-week to the second by Santa Pe Railway, Scenery shots will emphasize the andscapes reached by the railroad line, Officials emphasized that the commercial overload will be eliminated by inserting travel plugs at start and finish of films.

'American Forum' Due as Separate Package on Tele

Washington, May 3. Granik's "American dore Granik's Forum of the Air" will become an NBC television public service show within a few weeks. The program will be produced as a completely will be produced as a completely separate package for television and given a different time—Sunday at 2 p.m. It will originate from the Wardman Park hotel, location of NBCs. Washington video station, WNBW. It's understood that the web is dickering with several sponsors for the "Forum" and that a deal is limithent.

sponsors for the "Forum" and that a deal is imminiment.

The arrangement with NBC does not affect the current radio spontant of the control o

'Music' Bows With 16½G Jackpot

With "Stop the Music" set to make its video bow tomorrow (Thurs.) over ABC-TV, the web disclosed yesterday (Tues.) that the program would be launched with a \$16,500 jackpot, undoubtedwith a \$16,500 jackpot, undoubted by the biggest prize offered on a tele show to date. Format will be similar to that of the radio give-away, but for necessary visual results, will resemble almost a vaudeo layout. Show, which will be sponsored by Admiral and Old beson to the sponsored the property of the property of

agencies, respectively.

Set for, the preem performance are Bert Parks, Harry Salter and orth, singers Estelle Loring, Jimmy orth, singers Estelle Loring, Jimmy hard of the secondaries of the secondaries

New Type Single System Camera for Tele Films

Hollywood, May 3. Single system camera which will grind for 33 minutes without reloading has been acquired by Gene Lester, tele film producer here Camera is the first to be made which will allow for shooting of a half-hour video program without interruption.

Box has four lenses which can be switched in a fraction of a second. Lester said that he can put a TV show on film for the same price it would cost to kinescope the program.

U Found It Too Costly to Bridge Music So Its Pix for Video Are Nix

Texas League Games Getting 1st Airings

uetting 1st Airings

A talevised seef alla, May 3.
A talevised seef alla, May 3.
League baschil sames, running through June 26, began Sunday
(1) under the sponsorship of Dallas and Fort Worth Philico distributors, for the first such telescape of the seef and the seef all the seef and the seef all the se

3 CBS Packages Preem This Week

CBS-TV's renewed emphasis on house-built package shows gets its spring and summer kickoff this week with the launching of three new home-developed programs. Introduction of the newcomers also motivated several time changes for shows recently on the air.

troduction of the newcomers also motivated several time changes for shows, recently on the air.

"State of the control of the

pected to touch off other revisions in the web's program log as it in-titates other forthcoming house packages during the next summer months, in an attempt to find spon-sors before the fall.

Philly's KYW Recognizes Video With Extensive Course in Its Workshop

Philadelphia, May 3. Recognition of radio's strapping new competitor is accorded by KYW, which has added an extensive course in television to its seventh annual workshop for teachers and its junior workshop for high school students, which gets under way June 27. In addition to the customary

In addition to the customary courses in scripting, script-laboratory, acting, utilization, producing, mile technique, etc., the workshop indice technique, etc., the workshop indice the course in cooperation with Philocourse in cooperation with Philocourse in cooperation with Philocourse in cooperation with Philocourse and the course of the course of

Probably the first statemy, a major studie to convert a high backles of features into convert a high backles of features into convert a high backles of features into marketable elevation fare has been recently creat han against the use of runtime to the conversion of the feature of the feat

After doing the job on several, scheme has been junked because the costs were found to run to \$2,-300 per film. That figure as a pre-lim to other preparation is thought to be too high to insure a profit on teles sales.

to be too high to insure a profit on the sales.

Company aton has n big slock of Company aton has n big slock of Company aton has n big slock of North and the shall be shall be shall which may be sold to tele. These are exempt from the Petrillo ukase because of the British origin. How-ever, some of U's excess are com-of British oddes to television sla-tions is past because of the gradual boost in quality of live shows. Hence, it is believed that Rand uct if the wants any skable coin uct if the wants any skable coin uct if he wants any sizable coin from the American video market.

WJZ-TV in 1st Rate Hike

Following the pattern already set by WNBT, WCBS-TV and WABD, WJz-TV, New York key of ABC-TV, is raising its nighttime rate to \$1,500 per hour, effective June 1.

rate to \$1,500 per hour, effective bune 1 and 10 per hour of the first rate hits since the station went on the air in August, 48 Murray Grabhorn, ABO v.p. and WJZ-TV manager, and the station between the station between the station between the station between the station per conting hour rate. Grabhorn added the will receive six months proportion to the evening hour rate, except let will be adjusted in proportion to the evening hour rate, except let will be adjusted in proportion to the evening hour rate, except let will be adjusted in proportion to the evening hour rate, except the announcement rate which remains at \$200 for one-time usses in Class A time.

NEWHOUSER IN WEEKLY **DETROIT SPORTS SHOW**

DETROIT SPORTS SHOW
Detroit, May 2.
Hai Newhouser, hitcher with the
Detroit Tigers, has been signed for
a weekly television sports show
over WHRATY. Sponnored by
Vernor Ginger Ale to the
Vernor Gi

Jenkins Upped at WNBK As Bevis Takes NBC Post

As BeVIS LAKES ND. I CONJoseph Jenkins, former program
and production manager of NBart of NBART OF THE CONTROL OF THE CONTROL
ART OF THE CON

COAST TV 2 YEARS BEHIND N. Y.

Am. Tobacco May Lift Tab on Benny's H'WOOD NEEDS **Once-Monthly 15G Vidshow from Coast**

Hollywood, May 3.

American Tobacco is expected to bankroll Jack Benny on television here. Costs for Benny's one-smonth television that the cost of the first than the cost of 15,000 a layout. Show will be one of the first to kinescoped here for showings in the east.

sail.

High tab for the show, which will utilize a variety format similar to Milton Berle's one-weekly large and the fact that costs are practically the same on both coasts. Average figure for the Berle layout is \$15, 000. Camera rehearsais alone have hit \$1,500. These rehearsais are kinescope lenses.

hit \$1,500. These rehearsals are mecessary to the layout for the kinescope must be made to the history of the kinescope must be made to the history of the kinescope with the history of t

feit. CBS will handle the kinnies for ils eastern net.

An exodus of vaude nitery talnet to the Coast is expected as a result of the Benny plans, despite and the second of the Benny plans, despite an ontit. This is seen as a natural because of other name stars who have been set for tele—namely, Ed Wynn and Eddie Cantor.

Wynn and Eddie Cantor, and the second of the control of

"Arthur Godfrey and Friends" in Artiur Gourey and Frence's in the Wednesday night 8 to 9 slot, on the assumption that Godfrey on the assumption that Godfrey Gone so far as to pre-empt the time on NBC for the project and had requested the program departments of both NBC and J. Walter Thompset of the property of the Godfrey Hooperatings, however, and thinking things over a few days, the plan was quietly seed to be property of the plan was quietly affected. Last rating on the property of the plan was quietly affected. Last rating on the property of the plan was quietly affected. Last rating on the property of the plan was quietly affected. Last rating on the property of the plan was quietly affected. Last rating on the property of the plan was quietly affected. Last rating on the property of the plan was planted by the the Wednesday night 8 to 9 slot, Sports TV Commercial

the fire by trying to buck God-rey?" of any of mail was to have bult a Plan originally was to have bult a Plan originally was to have bult a bure most of Godfreys; audience. According to RCA, that would have served both to repay CBS for its talent raids on NBC and, what with .TV's growing importance, to have knocked down some of God-frey's AM draw.

Hartmans Lopped

"The Hartmans," half-hour domestic comedy series starring Grace and Paul Hartman and aired Sunday nights over NBC-TV, will be dropped following the May 22 broadcast, with Textron, the sponsor, also giving up its franchisc on the time. Program, holding down the 7:30 to 8 period, had an 8 Hooperating on the last report.

port.
Whether Textron will return to television in the fall has not been determined. J. Walter Thompson is the agency.

Who's Excited?

Who's Excited?

Milywood, May 3.

KMJ, Palm Springs indig.

Kas demanded that Leonard
Lyons, N. Y. Post syndicated
columnist, retract a recent
columnist, retract a recent
columnist, retract a recent
of making a blanket apology
to friends he may have offended while un des the
fended while un des the
that the incident couldn't have
that the incident. All he said was
"a station near the desert."

ABC-TV, Luce In **Heavy Campaign** For 'Crusade'

ABC-TV and Luce publications Time and Life, sponsors of "Cru-sard in Europe," have launched a scanning for the vidpic series on Gen. Dwight Eisenhower's book which starts tomorrow (Thurs.). Life kicked off in the current issue with a two-page ad and will have a three-page ad on "Cru-will have a three-page ad on "Cru-

Film studios still haven't let up in their bas on pilzver appearance and and on their bas on pilzver appearance and an extra issue, out to morrow, and the state of the state

Handling in Cleveland Stirs Foam of Dissent

Stirs Foam of Dissent
Cleveland, May 3.

This 'city's brew-sponsorship of
ball games and sports continues to
keep the foam yroduct's sponsorkeep the foam yroduct's sponsorbubbling head. The latest exchange revolves around Bob Neal's
handling of Leiky's televised commercials over 'Wi-NS-TV' will c.

"Wi-NS-TV' will c.

"WEN' Sput in Lein Kord setmporaty replacement and it is underporaty replacement and it is underporaty replacement and it is undermore will continue to the commercial voice is churning the
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Tidewater Not Ready

Lennen & Mitchell ad agency pitched up a specially packaged video minstrel show to its client. Tidewater Oil, but the company shied away on grounds that it wasn't ripe for television. Show was budgeted at \$3.000 and starred Cus Many and iWard Wilson.

Quality of Hollywood television programs is at least two years be hind that of N. Y. and, until Hol-

peasaly of nonlywood television programs is at least two years behind that of N. Y. and, until Holpwood producers adjust them-bywood producers adjust them-bywood producers adjust them-bywood producers adjust them-bywood producers and the time, however, can shoot which need as much, kinescoped material as possible to fill their sustaining program void. That is the conclusion drawn by That is the conclusion drawn by That is the condusion drawn by That is the condusion drawn by The survey of video in N. Y. and huddles with TV heads of 15 top ad services of the control of t

(Continued on page 36)

Lewis Summer **Sub for Godfrey**

Robert Q. Lewis has been set to replace Arthur Godfrey on the replace Arthur Godfrey on the replace Arthur Godfrey on the store of the replace Arthur Godfrey on the store of the replace of the replace

BBD&O Survey Shows TV Effect on Pix B.O.

If LITECT ON I'X D.U.

Television has aiready produced a noticeable effect on film attendance. Fred B. Manchee, of the BDRO of algebroy, told members bere last week (25). Said that 53% of television set owners surveyed by the sgency claim they attended hims less frequently since the purchase of television nets, while only least the said of theatres.
Television, he said, will surpass

Television, he said, will surpass the importate or radio in the entertainment field by 1894, BBMO survey, he claimed, showed that most authorities in the field being the said of the said the top to radio in about five years. Although some of those questioned said they thought television might eventually "dwart" radio, Manches felt that radio "will not die as did they come the said that they will be said they come the said that they will be said to the said that they will be said to the said they will be said to the said that they will be said to the said they will be said to the said that they will be said to the said they will be said that they will be said to the said they will be said to the said they will be said they will be said they will be said to the said they will be said to the said they will be said to the said they will be said they will be said they will be said to the said they will be said to the said they will be said they will

WB \$50.000.000 TV Program 'Nix' May Be Merely to 'Smoke Out' FCC

So Who's Afraid?

So Who's Afraid?
Detroit, May 3.
Startled Detroit Video-viewers saw a baspall game Wednesday night (27) which was KLEE-TV in Houston, Tex.
The KLEE-TV signals were reflected by the stratosphere which acted as a mirror. explained Al. Allen, engineering WWI-TV.
WWI-TV.
In commenting on the plushed to the stratosphere with the stratosphere with the stratosphere will be supposed to the supposed to the stratosphere will be supposed to the stratosphere will be supposed to the supposed to the stratosphere will be supposed to the supposed to t

WWJ-TV.

In commenting on the phenomenon, the Detroit Free
Press said: "We can't help feeling that what happens by accident may someday be accomplished by intent. Do we hear any bids for slightly used coaxial cable"?

Chi Theatre Big Screen May Bow With Pug Fest

Chicago theatre's extra-size television screen is in last stages of installation, and will undergo dry un tests this week, according to officials of WBKB.
Station is currently negotiating with Chi Stadium head Arthur rect video screening of the Joe Walcott-Ezzard Charles "title" bout in June.

Walcoit-Ezzard Charies "title" bout in una.

In

Tele Writers Guild in First N. Y. Craft Meet To Discuss Problems

To Discuss Problems
The Television Writers Guild's
first craft meeting will discuss
Exhibition Hall, New York, tomorexhibition of the Authors League.

Well be Judy Law League.

Will be Judy Dupuy, Edward Mahwill be Judy Dupuy, Edward Maheraft meetings will cover "Pundamentals of a TV Show" (May 19):
Cortificate "Tude Adoptions and
Officer and Non-Audience Shows"
(June 23); and "Writing TV Films"
(June 23); and "Writing TV Films"
(June 23); and "Writing TV Films"
(June 24); and "Writing TV Films"
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(June 25); and "Writing TV, Films"
(June 24); and "Writing TV, Films"
(June 25); and "Writing TV, Films"
(June 26); and "Writing TV, F

Speedway Classic To Be Aired in Entirety

WFBM plans to televise the runing of the 500-mile Speedway
classic in Indianapolis May 30. in
its entirely. Arrangements have
this entirely. Arrangements have
the service of the service of the runties entirely. Arrangements have
the service of the service of the service
provide central Indiana television
provide central Indiana television
provide central Indiana television
the set owners with five continuous
hours of video, which will include
the pre-race activities, the actual
running of, the, race and, post, race
towerage... "If at 1. a.".

Washington, May 3.

Warner Brox 6id a furnabout on television this week. Within a few in the week of t

(Continued on page 36)

Anti-Trust Case Ties Up 25 Bids

Some 23 applications for television, as well as the status of a supplication for television, as well as the status of a supplication for television, as well as the status of a supplication for the supplication of the commission to act on the deal Thackrey television station (KLACT) in Los Angeles in a radiovideo package, the following other companies will probably be affect-companies will be affected by a supplication in San Francisco, Detroit, paramount with state and application in San Francisco, Detroit, between the supplication in Cheven and the supplication of the supplications in San Francisco, Detroit, which may affect latter stations in New York, Washington and Pitts-burgh and applications in Cleve-Burgh and supplications in Cleve-B

land and Cincinnati.
Edward Lasker applications in
Denver, Salt Lake City, Seattle,
Fresno and Portland, Ore.
Schine Theatre Co. application

in Albany Westing Westinghouse station in Boston and applications in Pittsburgh and Portland, Ore. General Electric Co. station in Schenectady.

Pimlico on ABC

ABC-TV will air 15-mbute daily film newsreels of the races at Plinileo from May 6-14 under the sponsorship of Northeol Suits. The vidpix will be shot and processed on the day of the races and seedade between 8-48 and 10:15 p.m., on seven ABC stations. p.m. on seven ABC stations are the seven and the seven and the seven and the seven and the seven are seven as the seven as the seven are seven as the seven as the seven are seven as the seven as the seven as the seven are seven as the seven are seven as the s

ankles are slimmer



on CBS.

he Coney Island-mirror distortions you see on some television screens can add alarming pounds to the prettiest girl you know.

But it doesn't happen at CBS-TV.

ANKLES ARE SLIMMER HERE... because CBS engineers "stretch" them, to counteract the tendency toward widening effects on the television screen. By the time you see them they're as pretty as they ought to be.

ACTORS ARE COOLER AT CBS... more at home... because they don't fry in tropical studio temperatures, thanks to "cold light," also CBS-developed.

THE SCENE IS LIVELIER AT CBS... because backgrounds can be made fluid and variable with rear-screen projection... another CBS-TV development. AND PROGRAMS ARE BETTER ON CBS... built with the same skill, enthusiasm and care that have given CBS-TV its technical leadership. Indeed CBS is today the largest and most successful creator of package programs of any network in television.

YOUR PROGRAM WILL DO BETTER ON CBS-TV... the network with five of the top ten Hooper-rated programs, four of which are CBS packages.

MORTON DOWNEY MORTON DOWNEY
With Bob Stanton, Carmen Mastren orch
Producer: Roger Muir
Director: Clark Jones
15 Mins, Mon. Wed.-Frl., 7:30 p.m.
MOHAWK CARPETS
NBC, from New York
(James R. Nelson)

The durable tenor of Morton Downey is equally effective in video as it is in radio and niteries. The long stretches of song building up to effective climaxes for easy listening in any medium.

say listening in any medium.

However, Downey's 15-minute
However, Downey's 15-minute
aural entertainment. There's no
imaginative presentation, visual asnetica are fairly attied and camera
On the opener, Downey, atthough
on the Mohawk Carpet payroll on
this session, provided a plug or so
this jungitime bankroller, Cocasession, the took a swig of that
beverage. In another instance, he
mentioned the drink to ever up a
He's backed by a small inst-

mentioned the drink to cover up a full.

He's backed by a small instru-mental combo comprising the gurnelial combo comprising the gurnelial combo companies, plano accompanies, plano ac

Going Too Far?

Going Too Far?

Television stations are leaving themselves wide open to hoostle public the public pu

FASHIONS ON PARADE
With Adelaide Havley, June Forrest, Robert Douglas
Producers: Leon Roth, Charles
Caplin
Director: Raymond Nelson
Witter: Elinor Lenz
30 Mins. Wed., 9 p.m.
WJZ-TY, N. Y.
WJZ-TY, N. Y.
WJZ-TY, N. Capling and the control of the

who gives a plausible exposition, on Mohavks products. The came and the provides after the product of the camples flow, the red must depend on Stanton's wife the product of the camples flow, the red must depend on Stanton's wife and the provides flow of the camples flow, the product of the

(Leon)

BONAFIDE MILLS (16 Stations)

New Bering Mills show, run in NY STO and Relement for "Stop Me If You've Heard This One," is a low-budgeted vaudeo, presentation with okey talent, for the most with the presentation with okey talent, for the most with the presentation with okey talent, for the most with the presentation with okey talent, for the most with the presentation with okey talent, for the most with the presentation with okey talent price of the presentation with the presentation with the presentation with the presentation with the presentation of a cuteness rather than humor. It was taken of the format, which had kubin as a talent agent, to the the stogether with the format, which had kubin as a talent agent, to the the stogether would run much more smoothly with less emphasis on inne-year-old Vinnie Monte, cast as Rubin's office boy. The kid tried his impressions of Al Jolson were irritating, rather than entertaining, Rubin handled his ence chores the presentation of the presentation o

Tele Follow -- C Tele Follow-up Comment

"Admiral Broadway Revue", ever hopeful of becoming mised acutely the services of Mary baschall bildraguer in an original McCarty, out because of illness, on other than the services of the work, producer-directory of the fall of the services of the work, producer-directory may be serviced by Mel Goldberg, titled for the services of the work, producer-directory of the fall of the services of the s

also been staged previously that was a mountement, by "popular request."

Aside from its normal function of providing sperier vauded, the Texace Star Theatre has been important so nor of the better shown of the providing sperier vauded to the providing sperier shown of the provider shown of the shown as Ethel Mernan who defined the provider shown on the provider shown on

Jack Gilford had his first television dvamatic part on "Actor's Studio" Thursday night (28) via ABC-TV and did well with it, Cast as a mechanic who was

Sindiot." Thursday night (23) via a samt eased appreciably by several and well with the call dead spots. Waring, firstly, was a mechanic who was a mechanic who was a same channel who

them into the script without a them into the script without a the story.

Ed Sullivan's "Toast of the Town show presented a sharper though it had a few lagging spots and could have been better preduced to provide a heavier impact, and the story of the

an independent of the companies of the c



1948-49

HOOPER CHAMPION

of

FEMALE SINGERS

MARGARET WHITNG





WILLAM MODDIS AGENCY

Personal Management:

232 So. Beverly Drive Beverly Hills, Cal.

NBC, CBS in New Pool on UN Coverage: Permanent On-Spot Crew Deal Mulled

among NBC, CBS and the United Nations for television coverage of TIN sessions presages day-to-day remote pickups of all sessions when the world organization moves into its new permanent headquarters in a couple of years. Plans for the buildings now under construction on midtown's Manhattan's east side include space for each net's

In addition, UN spokesmen ex-In addition, UN spokesinen ex-pressed the hope this week that it would be possible for a permanent UN crew to provide on-the-spot coverage at all times. These pick-ups would then be available to any ups would then be available to any station wanting to carry them, as a substitute for the station's individ-ual coverage. Several details re-main to be ironed out, however, before that plan can be put into effect.

UN teamup with NBC and CBS was launched Monday (2) and is to operate for the remaining three weeks of sessions from both Lake Success and Flushing Meadows. Pickups are to be made and most access as week. Any time it looks as though an interesting session might be coming up, the two networks will be alerted and can then put up the service of the control of the cont

UN commentators explain the problems_being discussed and are problems being discussed and are repeared to present background material where necessary. Between meetings, press conferences are held with delegates or visiting dignitaries in special studies provided for the purpose. UN is also that the property of the purpose. UN is also that the purpose of the public press and delegates.

'Stand By' Back on ABC; 'Pappy' in Talent Shakeup

"Stand By for Crime" returns to the ABC-TV network Saturday (7) after a month's absence due to "production difficulties." Chi-originated show will star Myron Wallace as Letting and the about the control of the contro

30 minute, 'p.m. ver-weekly.
"Happy Pappy," another tele package originating from Chi ABC but aired locally over WENR-TV. has undergone a talent shakeup. Disker Jack L. Cooper moved into the emcee spot, replacing Ray Grant.

Disker Jaca spot, replacing Grant.

Grant.

Grant was good with Grant are the four Vagshonds, votal group of which Grant was a member, and the Modern Modes, an instrumental group. Jump Jackson's nive-piece hand will team with Cooper. "Pappy" is a Don Me-

TEXAS TYCOONS PLAN 5-OUTLET NETWORK

5-OUTLET NETWORK
A group Washington, May 3.
A group Texas oil and the feederal Communications Commission last week to establish television stations in Fort Worth and restorations of the feederal Communications of the feeder stations of the feeder stations of the feeder stations of the feeder stations. The few outlets would comprise an entwork to be connected by The applications stated that Beauford H. Jester, Governor of Texas, is the "visionary force" behind the project. He other left of the feeder stations of the feeder

VARIETY III. Bill Would Take 10%

Bite on Boxing, Wrestling
Springfield, III, May 2.
Bill introduced into the Illinois logislature would levy a 10% bite on television proceeds against boxing and wrestling promoters.
State Sen. Peter Miller Rep., Chi sponsored the bill, which it passed, we uit of exemy taken and Guard, or charitable organizations.

Ouimet Picked To

Head Canada TV

New post of Coordinator of Tele-vision for Canada, set up under the present system of federal-po-rated TV in this country, good Alphonse Oulmet, engineering staf-for of the Canadian Broadcasting Corp. He recently returned from operations in the U. S., Britain, France and Holland.

France and Holland.

According to Dr. Augustin Frigon, CBC general manager, Ouimet
will supervise TV activities in
Canada during the necessary preliminary stages preceding actual
and independent stations will ultimately be engaged. Since graduatlung in electrical engineering from
MCGIII Univ., Ouimet has been enEre has been on the staff of CBC
since 1937.

He has been on the stan of Loc-since 1937. Outmet is a member of the tele-vision committee of the Interna-tional Institute of Radio Engineers; chairman of the TV advisory com-mittee of the Canadian Radio Tech-nical Planning Board.

WJBK'S CUFFO PIX

w. 53K.'S GUFFO PIX
Detroit, May 2.
In an effort to make it as financially painless as possible for tele
advertisers, WJBK is furnishing
free one-minute films to advertise.
Station has Mort Walton, former
Paramount - cameraman, handling
filming. If the advertiser cancels
before the contract period, station
bills for \$150 cost of filmed commercials.

Inside Television

Pointing up again the growing alliance between the film and tele-vision industries, "Yesterday's Newsreel," IV package comprising a roundup of newsreel eligs from years past, has been booked into sev-peration of the partial part

Sunoay nignts via Cits under Seldenberg Cigars sponsorship. Fifteen-minite package costs an average of \$3,000 per week to turn out. According to Ziv TV prez John L. Sinn, the footage used alone from the control of th

NBC prexy Niles Trammell last week reaffirmed his conviction that television, rather than hurting other advertising media, will help them by creating new disries and needs, thereby increasing the demand for goods. Speaking at the American Newspaper Publishers Assn. convention in N. Y., he pointed out that the TV industry listelf would spend considerable money in newspaper ads, either through set manufactured in the considerable money in newspaper and the lighty dismissed. Television is an evolutionary development to which radio, for one, must adjust itself. It may seriously affect marginal techniques. But no one medium can encompass the whole advertising job for American industry, we cannot glimpse the foreseeable future when television will doing loday."

doing today."

NIC prez predicted total television times sales for 1949 would approximate \$25,000,000, or three times what they were last year. Station between the said, but the difference is being rapidly out down as TW schedules fill up with new advertisers. Trammell also pointed up the fact that 30% of the TV stations on the air today are owned by newspaper publishers. He outlined the operating losses being incurred by most Year or sarely in 1850. year or early in 1950.

ABC-TV introed a new technique in television yesterday (Tues.) when it staged a video press conference to ballyhoo its "Crusade in Europe" film series, using a closed-circuit hookup covering 13 cities.

Europe" film series, using a closed-circuit hookup covering 13 cities. Radio editors and reporters across the country submitted questions in advance on the series based on Gen. Dwight Eisenhower's book. The distribution of the properties of the series of the first production of the series of the series. The Assault on Italy." The entire conference lasted an hour, from 3:30 to 4:30 p.m.

To celebrate its first anni, "Cartoon Tcle-Tales," half-hour show for moppets aired Sunday evenings via ABC-TV, is running a special election among its viewers. Kids will vote, during the next three weeks, on whichever of the 60 stories narrated on the program they liked best.

Bannister Sees 100.000 Sets in Detroit Area By

The near the state of the state

than a year ago there were only
5000, baseball season has greatly
accelerated sales of sets, he declared. WWJ-TV will televise 35
games, which means most of the
500 games, which means the
500 games, which were
500 games, which was
500 games, which
500 gam

IMPPRO Skeds Series OF 60-Minute Vidpix

Uf b0-Minutte Vidpux

IMPPRO is planning to shoot a series of 13 teleplx with each film running 00 minutes. Tele series of minutes in the series of minutes in the series of minutes. Tele series pic. Films will not be rolled, however, until IMPRO has pocketed nough rectional sponsors to defray Vidfilms will be sold in markets. Vidfilms will be sold in markets according to the number of sets. Price range has been set at \$250 to \$730 per showing with each control of the series four times yearly.

San Antonio—A television film is to be shot here of the floor shot at the Rocking M. Dude Ranch, local intery. Lee Studio of this city is preparing the program for Dudlont Corp. of New York. The pic will feature F. Hernander, ven-triloquist; Westernaires, string collect band, and Bob Withe. The collect band and Bob Withet. The other program.

KTSL Sells Grunts End of Year; 55,000 Now In 2d 52-Wk. Deal

Hollywood, May 3. Don Lee television has inked its

Don Lee television has laked its second full year TV sponsorship contract. Five local Buick dealers will pick up a \$50,000 tab for vesselling bouts telensed from the state of the state of

Nine KTLA Airers Opened To Participation Spots Hollywood, May 3.

Hollywood, May 3.

KTLA has opened up nine of its video programs for participating spot commercials. Station topper Klaus Landsberg asserts that if the outlet can sell three or four spots in each show, more coin can be cornered than if package was sold to a single sponsor.

to a single sponsor.

Paramount outlet is selling spots in its feature pictures, wrestling, boxing, "Hollywood Opportunity," "Tricks and Treats," "Meet Me in Hollywood," "Movietown, RSVP," "Shopping at Home" and "Magazine of the Week." "Shopping" and "Magazine" have always been open to participating sponsors.

Acknowledging with Heartfelt Thanks the Courtesy and Co-operation of American Showmen

"BRITAIN'S AMBASSADOR OF MIRTH"

On Television with Ed Sullivan's "Toast of the Town," Sunday, May 1 and Immediately RE-ENGAGED for Sunday, May 8

Concluding Limited American Engagements with His Appearance on the Gala Re-opening Show of

RKO PALACE, NEW YORK

(Week May 19)

. Personal Direction: HYMAN ZAHL

New York

Irving Mogull PL 7-3158 Cyril Berlin

45 Chandos Place Templebar 7255

Tele Chatter

New York

Hope Miller upped to feature billing on the Ted Steele show for DuMont (WABD, Tuesdays) after guesting three times with the variety layout.

Alan Sands currently writing for the Hank Ladd Arrow show. Also writing comedy bits for the Lambs

writing comedy bits for the Lambs
Gambais. Stephene Price into
Gambais. Stephene Price into
Gambais. Stephene Price into
Lage since resigning from Gambais
Stephene he was a radio director.
Lynn L. Bernard, formerly TV
account executive with BBD&CO,
has joined the Princeton Pilmo et al.
His direct tent tre. Paul V. R.
Ferra, ex-Muzik Corp, has been
upped by Cinemart to TV sales director.

uppen y cutemars to 17 sues 60; rector.

They has joined east of "Charles Quit" on WABD. .

Thesper Allan Stevensen, now in Broadway's "Anne of the Thousand Days; "travels to Philadelphia and Days; "travels to Philadelphia Polocy Ranch". Wa B D's "Ose Oscape Theory of the Polocy Ranch" and proposed to a new network this summer. Standard was a jumboree at the Grand Central Palace May 21.

"Winner Take All" going in for a new celeb policy, with Borts Karles Walls, "Convocre TV model, is also a registered nurse.

Hollywood

Hollywood

KTIV has pocketed \$3,250 for sponsorship of 13 Vienna Philharmonic Orchestra films. Programs of the program of the

Chicago

Chicago
Dave Garroway show screened
from WNBG involves so many acts
that the production staff is almost
that the production staff is almost
that the production staff is almost
press Tuesday (3) at preview of
Crusade in Europe "WBRB
ag a radio lab on his new them
ngar Northbrook, Ill. .. WGN-TY
cercening "Secutergood Baines"
screening "Secutergood Baines"
Norman Felton surprised with

Streamlined Opera Rep Of Five Classics Being Packaged by Oliver

Advaged by Univel
Sherling Oliver is offering network exces a package production
consisting of an operatic repertory
company equipped with operas
to be a second of the company consists of a
cast of 11, who have on hand five
operas already condensed by Rene
Malson, former Met Opera singer
and director. The operas will be
done in costumes with special sectCast by he how cheen and cold.

tings.

Cast has been chosen not only for singing ability, but also for tel eg en ic qualifications. The operas, which include "Faust," Cavalleria Rusticans." The operas, which include "Faust," Cavalleria Rusticans." The operas, which include "Faust," Cavalleria Rusticans, and the operation of the operation of

For Video by Telepak

Telepak has purchased 28
French shorts for television. Pix, originally made for general release in France, run 30 minutes each. Films were purchased to \$2,000 aprece. Firm oped-to-grade to \$2,000 aprece. Firm open-to-grade to \$2,000 aprece. Firm open-to-grade to-grade to-grad birthday party from staff. Ruth Crowley and Rush Bughes, of WS-TV, hosted a baby orang-outang on "Women's Magazine of the Air". Zöddie Riede new as-land Engle is WGN-TV host on 'Reel Adventures," weekly film Stot by Chi amateurs . WSKB agencies with complete promo-tional kits on tele shows staged by those stations. Kits are creations to the work of the complete promo-tional kits on tele shows staged by WINBQ . Comedian Georgie Gobel guested on WGN-TV's Club WNBQ . Comedian Georgie Gobel guested on WGN-TV's Club writer Bob Becter made guest sho writer Bob Becter made guest stot with Paul Fogarty of WGN-TV.

26 French Shorts Packaged NBC Dickering for N. Y. Center Theatre As Studio Space Situation Worsens

NBC television, still desperate their program hours continually, for studie gasee, has been divkerting to take over the Center the steadily worse. DuMont's offer to
atre in N. Y.'s Radio City as T. TV
utilize some property it owns in
origination site. Web has also put Chifton, N. J., as a "TV City" to
out feelers for the king-sized parkling garage next door and hopes to
long garage next door and hopes to
and, as a result, has not progressed
of both of them.

or both of them.

Disclosure of the pending NBC

Will be held here May 31 during the convention of the Advertising Effect at 100 Adments to be staged poses. More a convention of the Advertising Effect at 100 Adments to be staged poses. More and the stage of the Rockefeller interests, which we have a convention of the Advertising Effect and the Stage of the Rockefeller interests, which we have a convention of the Rockefeller interests, which we ha

NBC SPOT TV SHOWCASE



CAROL CALLING with Carol Reed WPTZ, Philadelphia

7:00-7:15 PM Tuesday and Thursday 6:00-6:15 PM Wednesday Available on participation basis

Philly's Miss Television "First Lady Disc Jockey" (Variety) Sings with records

Intres musical film shorts Commercial demonstration technique

\$75 per participation Your Order?



WHAT'S NEXT

with Eileen Hanrahan and Howard Reig-WRGB, Schenectady 6:00-6:45 PM Monday through Friday Available on participation basis

Hanrahan played lead in "Waves & Wolves" Reig: H. P. Davis award winner '48 Rapid fire; "Dept, of confusion" Fun

Piano, bass & clarinet trio Big time package Small time price

\$37:50 per announcement (1 min.)



... BUT NOT FORGOTTEN with Herbie Mintz & Norm Barry

WNBQ, Chicago 5:00-5:15 PM Monday through Friday Available on participation basis

Show biz nostalgia Songs of "back when" Touring cars & flapper girls Guest stars Herbie-30 years a showman Norm-29 years Follows Howdy Doody \$50 per participation



JUDY SPLINTERS with Shirley Dinsdale KNBH, Hollywood

7:00-7:15 PM Sunday-Thursday Available as package

'Most outstanding 1948 TV personality"
(Academy of TV Arts and Sciences) Judy is distaff Charlie McCarthy Shirley invites radio and screen stars Judy takes over

"Enormously popular" (John Crosby) Tie-ins with youth group events Follows Kukla, Fran & Ollie \$350 per show inc. rehearsal Best buy west of Rockies

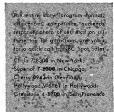


BUMP HADLEY'S SPORT SPOTLIGHT WBZ-TV. Boston

7:00-7:15 PM Monday also BUMP HADLEY'S COUNTRY STORE 7:00-7:15 PM Wednesday

Arailable as package THE Runn Hadley 16 years of major league pitching Now pitches sport news Guest sports stars Boston's bugs about baseball \$100 per show and rehearsal Bump pitches Van Heusen shirts Fri, & Sat.

What'll he pitch Mon. & Wed.



Your NBC Spot Salesman has dozens of television shows to select from . . . just the right one for your client.

NBC SPOT SALES

representing television stations:

WNBT			. New York
WNBQ			Chicago
KNBH			. Hollywood
WPTZ			Philadelphia
WBZ-TV			Boston
WNBK			 Cleveland
WNBW			. Washington
WRGB			, Schenectady

College Sports Mixed on TV Threat'; **Smaller Schools Scared It Will Hurt**

The effect of television on sport attendance, particularly at colleges ls still to be determined. The hurt, not so much by keeping fans away irom their games but also by diverting their interests to big-ger games which they can watch on the video screen.

on the video screen.

College public relations directors, meeting here last week, were sufficiently concerned with the possible video impact on their boxoffice receipts to devote a panel session to the question. Some of tile reports given were pessimistic; others saw benefits from video.

the reports given were pessimistic, others saw benefits from video. Norton Pritchett, athletic director of the Univ. of "Virginia, of the virginia will be hit hard. Television set womers, he reported, prefer their "good easts" at home to the weather word of the virginia will be hit hard. Television set to the proper their "good easts" at home to the weather word of the virginia will be hit hard. Television will be supported to the same. Pritchet thought the institutions allowing events to be televised will, do irreparable harm to other institutions allowing events to be televised will, do irreparable harm to other institutions, and, "are on the side of television," However, Dean Eppley of Maryland Univ. pointed out that of the down of the word of the virginia will be necessary to poll the area with the same to writers. There are two types of fans, he said. One are the word of the w

'Poor Business Deal'

"Poor Business Deal"

Max Farrington of George Washington Univ. thought that "until television can lay it on the into compensate for the people who deal." He believed video will hard fart advertiser to pull out all its his college because it is a minor sports centre. Jim Gibbons, sorts wideo. Mike company, which has ton, didn't think baseball or boxing have been hurt by video and double of that any sports in the capital throw been affected. Gibbons program to WNBT, NGCS TV flaguration of enough facts on the sub-lyfed, and not enough facts on the sub-lyfed, and not enough facts on the sub-lyfed, and the compensation of the programs could be developed on television that vould create new fans for sports.

'Skyrocket Bids'

ices to keep pace with the growth of the art" (CBS has no manufacturing tiein). Such companies, he said, "enjoyed spectacular rises for a brief period, then passed from the scene."

e." Tele a Safeguard

a type: period, then passed from the scene. See Safeyard As in recent years, Sarnoff paid particular attention to television, terming it "one of the safeguards against a serious economic recession." While underlining the fact transmission, is subject to Governmental controls, he emphasized there is no danger of present-day TV sets becoming obsolete in the fact of the seed of

Sheffield 1st On

VARIETY Colorado U. Problems' Airer Gets State Kudos

Boulder, Col., May 3.

"State Problems" transcribed series produced by the radio department of the Univ. of Colorado, was kudosed by both houses of the state legislature in a tribute to its fair and objective in a tribute of the colorate of the colorate in the colorate in the colorate in the colorate is the colorate in the colorate in the colorate in the colorate is the colorate in t Boulder, Col., May 3.

covered issues on which there was strong partisan feeling.
The series was produced by Elisworth Stepp, radio director of the university. It was carried by 23 stations: KLZ, KGHR, KGHR, KUP, KGUW, KSPL, KRDO, KBOL, KFKA, KCOL, KLMR and KRAL

Airplane Crash in Storm Causes Death of Kansas Farm Program Radioites

A sindees storm and high wind over sidents storm and high wind over sidents storm and high wind over sidents of these storms and high wind to the storm and the storm of the s Kansas City, May 3.

ns and commentary for farm

Ing States and commentary and listeners.
Shipley had been with the Arthur Capper station since 1393. He is the commentary and t

Philco Philly

Continued from page 39 tion could be reopened during the Tank and page 18 to 1

Rival Hartford

games seven days a week, Original schedule called for sole coverage by WTHT.

scheduler called for sole coverageby WTHT.

Reason for the spilt; coverage is
not all one of community pride and
a desire to give basebail patrons
the home team games. Background
the low Hooper-rated, high-powered WONS, Yankee-owned Muttai
affiliata, it's a shot in the arm. Stacred WONS, Yankee-owned Muttai
affiliata, it's a shot in the arm. Station is on its third manager in
prestige and listening audience.
WTHT, Hartford Timesowned,
claimed it was unable to clear a
couple of nights on its schedule
(games of the ball club are all
urdays and Sundays). Station
manager-Giover Delaney said that
tie station was pretty well sewed
up with ABC shows on Wedness
that deletion of these shows (little Bert, Ted Mack, Groucho Marx,
Bing Crosby, fights, etc.), would
raise too much protest from listenTrang faish teap. Dowerse is that

ers.
Trade talk here, however, is that Delaney was afraid to pressure ABC for fear of allenating the net. Sometime during this month, what of the soft of the soft

of shows in order to broadcast the games.

One odd factor is that whereas WTHT claimed it was unable to clear its night schedule, WONS was not able to clear weekends.

Multi-Lingual

Continued from page 23

And '49 billings are said to be 25% better than the initial quarter of '48. In addition to 78 hours weekly of Italian, the station airs 16½ hours of Polish, 7¼ hours of Jewish, 7 hours of Spanish, 5¾ hours of German and one hour of Pereiro

hours of German and one hour of Russian.

WRIL, N. Y., airs 65 hours weekly in 11 foreign languages, weekly in 11 foreign languages, the control of the cont

has dropped five other languages, aithough the total time allotted to non-English stanzas has remained the same. Big is reported to be holding up. Other New York indies with foreign skeds are WLIB and

NBC's Summer

Continued from page 21 =

featuring the King's Men, replacing Fibber McGee & Molly at 9.30; Abnason's Wax Tuesdays at 9.30; Abnason's Wax Tuesdays at 9.30; Warth Market Mall' Thursdays at 9; "Archle Andrews" for "The Great Gildersleeve" Wednesdays at 8.30 for Kraft, and the "Thin Man," tentatively set to replace Pabst. Into Fridays at 9 for Pabst.

Eddie Cantor Fridays at 9 for Pabst.
In addition, a new comedy show starring George O'Hanion, forstarring the starring of the st

Color TV Spurred By Johnson Talk

Prospects for color television were revived last week in Washington radio circles in the wate of Sen. Edwin C. Johnson's speech in the Senate urging the Federal Communications Commission to open the gates to higher quality open the gates to higher quality video development. Eyes were again directed toward CBS experi-mentation in New York and the possibilities inherent in its demi-onstrations of 6mc wide color trans-

onstrations of 6mc wide color transmission. I discourse that the
Johnston "has esta and skilled
general advice in its own files,
which say that color is ready,
has buowed up spirits among of,
allong that video allocation-fined
alloca

Detroit - WWJ, Detroit Detroit — WWJ. Detroit News station, has been awarded the Al-tine Dear Bloam plaque for outstand the Dear Bloam plaque for outstand lightway safety in 1948. Plaque was presented to Harry Bannister. WW general manager, last week WW general manager, last week Jr., president of the Alfred P. Stoan Foundation and chairen of tile board of directors of General Motors Corp.

AT LIBERTY

salesment. Garden Landscaping worthy Jackhal tyrise. Toolhouse, root cellas-Jackhal tyrise. Toolhouse, root cellas-Jackhal tyrise. Toolhouse, root cellas-for the heldsylst. For HER-privacy, for the heldsylst. For HER-privacy, rought of the property of the cells of the place of the cells of the cells of the nought to handle willhout a mild. Boun for chickens, cowa, pigs, for HAY-MOR plass. Ideal for children Write Box 308, St. James, N. Y., or call St. Jagnes. 455.

FOR RENT

56th & 5th Ave., N.Y.C. Will sublet beautifully furnished hotel aportment, two rooms and kitchenstle, for five months. Full hotel service. Leaving for Europe. \$300 monthly. Telephone LU 2-3230 for appointment.

Office Space for Rent RADIO CITY VICINITY

Desirable 3 and 2 room offices with telephone switchboard service, on 4th floor ARREY HOFEL. 151 W. 51st. New York City Phone: Circle 5-9400

PERMANENT CAREER POSITION NATIONALLY KNOWN FIRM HAS RESPONSIBLE

\$7-9,000 OPENING AVAILABLE FOR PROPER MAN

37-50 Years of Age and Available for Limited Travel YOU WILL BE ASSIGNED TO REPRESENT US IN WORK WITH OUR CLIENTS

Write Box No. V-101 for Appointment Variety, 154 W. 46th Street, New York 19

A WOV ADVERTISER REPORTS...

A 15 minute program on WOV, 5 days a week, pulled 15,090 replies on a \$4.00 unit sale---Two weeks, March 28 to April 9, 1949. This is added proof that on WOV . . .

RESULTS IS THE BUY-WORD

Audited Audiences

Inside Stuff—Radio

Sir Herbert Evatt, president of the UN General Assembly and head of the Australian delegation, will address the Radio Executives club in N. Y. at the Hotel Roosevelt tomorrow Thuris noon. The luncheon knowing the General Control of the Control of the Radio Event of the Radio and Television Club." Latter move is expected to meet opposition, as some members believe the word "Radio" covers the entire field.

ABCs "America's Town Meeting," which will go on a counciderable towr this summer, will use the simultaneous translation technique to be 10. The multi-language method will be tested in a non-broadcast session of "Meeting," Monday (9) at 8 p.m. at Town Hall, N. Y. Alking part will be Dr. George N. Shuster, Hunter College prexy, and Francis Williams, Washington correspondent of the "London Observer," delegation, speaking French; and Gerhard H. Seger, editor of "Neue Volkszeitung," speaking French; and Gerhard H. Seger, editor of "Neue Volkszeitung," speaking German.

Two U. N. herpreters will translate the debate simultaneously and each member of the undersce will wear a headset and hear the discussion that hardwest origins.

Smallest Town Yet in TV Bid

Yet in TV Bid

Washington, May 3.

The smallest city yet to apply for television filed yesterday (2) with the FCC. The application came from the Boone Broadcasting vienna, Sabburg and Lintz.-has the bending a thorough facelliting boon which is 35 miles from 16.

Boone, Ia., a community of 15
600 which is 35 miles from 16.

Moines, No allocations have been made for Boone but the company asked that one of two channels assigned to nearby Fort Dodge to the midwest, being the state of the forms. The Masters, programy asked that one of two channels assigned to nearby Fort Dodge to the midwest, being the midwest, being the midwest, Boone deemit, and the midwest have a commercial radio station but the company has applied to the Sale
midwest program of the midwest program of the sale and the midwest program of the sale and the midwest program of the sale and the midwest program of the midwest program of

te midwest. Boone doesn't even we a commercial radio station at the company has applied for a syttime AM'er which it plans to be rate together with the video cuttet. Boone is 14 miles from was State Agricultural College at



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-tocoast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations -we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

U.S.-Controlled Austria **Network Giving Danube** Radio Ouite a Facelift

but cannot even schillings for such the Saizburg airing.

Milwaukee Series Gives Lowdown on Schools

Milwaukee, May 3.
WTMI, Milwaukee, has started a 30 minutes public servicer designed to acquaint citizens with info about their public school system: Called "Know Your Schools," Monday series features a panel of experts answering questions from ts answering questions from

listeners.

Another WTMJ servicer would up last week with three musical contest winners collecting \$1,000 in cash music scholarships. Event was staged in cooperation with the Wisconsin Federation of Music Clubs, and drew 150 vocalists and instrumentalists.

Regan's 1-Hour Show

Regal S 1-Hour Jobow
Television's Saturday night programming gets another hefty shot
in the arm June 4, when a new
In the property of the property of the property
Fall Regan as permanent encee
bows in on Jo DuMont stations.
Frogram will originate from
Show is to be ecoperatively
sponsored, with a national drug
to be coperatively
sponsored, with a national drug
tab. It was set with DuMont by
Griffice.

Douglas' Israel Salute Douglas Israel Jalute
WNEW, N. Y., Is prepping a special half-hour program saluting the
anniversary of Israel for Sunday
(8) at 5 p.m. Melvyn Douglas
will be starred. Jeff Selden will
script and Jack Grogan direct.
Morey Amsterdam has finished
one public vidios junging sales

morey Amsterdam has bushed a one-minute vidpic plugging sales of tickets for the May 14 Madison Garden rally to celebrate the an-niversary of Israel. Film will be shown on several New York TV outlets.

San Antonio—Now the square dance fad has hit the local air-lance. Charles Balbriope, owner-lance that the state of the state of the that two half-hour programs will be aired each Wednesday and Pri-day titled "Square Dance Time." Programs will feature Lillie Lee Baker, caller: Henry lindson, ini-diet: and liggs Hibbler, on the

New Tele Biz

Handmacher-Vogel has renewed nkrolling the five-minute "New of the Hour" three times weekly on N. Y. Daily News' WPIX. newals runs through May Agency is Zan Diamond Co.

Pall Mall cigarets has signed as participating sponsor on the ube Goldberg" show, aired Monday nights at 7:30 via WPIX. Conday nights at 7:30 via WPIX. Con-tract for 13 weeks was placed through Sullivan, Stauffer, Colwell & Bayles. Savarin Coffee, through S. A. Schonbrunn, repacted as a participant through May 30.

"Sport of Call," new 15-minute sports show emced by Guy Lebow on WPIX preceding N. Y. Giants home baseball games, is to be sponsored Saturdays and Sundays by Sunset Appliance Stores. No agency involved.

Toledo Tire Corp. and Imperial Wayside Furniture have signed as participating sponsors on "Views of the News" over WSPD-TV. Toledo. Wendt ad agency placed both accounts.

accounts.

Phillips Packing Co., of Camoridge, Md., Signed to sponsor the Wednesday performances of Lucky Pup' over CBS-TT, the Camoridge of Camoridge Camoridge, and the Camoridge of Camoridge of Camoridge, and Thursdays and Thursdays and U. S. Rubber on Fridays.

Giveaway Ban May Find Tough Sledding In Courts But Public Side Seen Strong

Washington, May 3.
The Federal Communications:
Commission proposal to abolish
aledding in the courts on the basis
of lottery law violation, but might
well be justified on broad considerations of "public interest," according to an article just published i
town Univ. in the Lav

town Univ.

Written by Leonard Marks,
Washington tradio attorney and to former assistant general counsel of the FCC, the article declares that 'ample justification exists' for banning the giveaways on public policy grounds, 'despite the ab-sence of formal requirements' to meet the strict legal lottery texts."

meet the strict legal lottery tests."
Voluntary Industry action won't solve the problem of givenway pregrams, Markiv believes, noting that Broadcasters which discourages the shows is not observed and cannot be enforced. It is up to the FCC, sponsibility to guard the public interest, "whether or not giveaways shall be added to the already consideration of the standard of the stready contains the standard of t

action, Marks advises, it should carefully consider the argument that the old time cure-all programs involved an telepart of raud while givenway are at worst have the adverse of the control of the cont

arbitrary and capricious action?"
Marks asserts that the giveaway show "may not meet the tailored description of a lottery in the traditional sense" but makes the same appeal to the human desire "to get something for nothing." To this hasis, he points out, prepared to the same appeal to the property of the point of the property of t

In view of its record in exercising "reasonable discretion," Marks concludes that an FCC ban on giveaways on public interest grounds would be given great weight by the courts.

al, metaphysical and medical ad-ice programs." Louisville—New program direc-ice programs." Louisville—New program direc-ice programs." Louisville—New program direc-tor of WLOU is L. R. Smith, salely But before the Commission takes of WACE, Springfield, Mass.

wins • faces • facts • figures • wins • faces • facts • figures



MARTIN STARR

For the cost of one movie admission, Martin Starr delivers an audienc of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P. M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws neverending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr -"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to bow in recognition ... and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

* Cost per 1000 radio homes based on April Pulse, Metropolitan District Radio Homes BMB, and 52 week rate for 1/4 hour time costs.

faces • facts • figures

faces • facts • figures

TV Veering To Films

rem with the coast-to-coast video calcies available.

night but would not buck the Procter & Gamble soap operas. He proposed transcribing the selection of the process of transcribing the selection of the proposed transcribing the selection of the process of the proposed transcribing the selection of the Pacific Slope, when the recorded programs, on their play-loging a bigger rating that process of the proces General Foods back in 1943. GF even with the coast-to-coast video had eight or nine shows on at cables available.

Myods sees film as a double might but would not buck the processity on the convenience of

ahortages soon asserted themselves so it want' worthwille bucking the state of the state of the state of the times are much more propitious right now. The cost differential alone is the great convincer. Net-work commercial radio requires at an advertiser has \$250,000 to spend he does the obviously next best thing—he goes imo spots. Tele-vision presents the same cost prob-lems, but the cost prob-lems, but the cost prob-lems, but the cost prob-lems, but chould involve a multi-ple and mayhaps indefinite audi-ence.

Radio All Over Again

TV is radio all over again. When Lady Esther started, the cosmetic bought a 12-station hookup for an

av is radio all over again. When Lady Esther started, the cosmetic bought a 12-station hookup for an the lady Esther started, the consumer to the lady the lady and the lady t



"On an Island with You"

STEINMAN

San Francisco

queing setter comedy programs for the control of th

cost."
Film, in cans, will be cheaper if telecast from one central source, says Woods. If it means saving \$75 per shipment of film, multiply that by a 10-station hookup per week, that's \$750, and over a period of 13, 26 or 29 weeks it adds up to important money.

13, 26 or 29 weeks it adds up to Important money.

Woods admant on the these that the state of the these that the state of the these that the state of the states, "that it has never been found that any one medium whelly states," that it has never been found that any one medium whelly sound movies were merely a reveilution of films. The horseless carriage was merely putting rubber of the state of the state

VARIETY Mrs. Whiteside to Head

French N. America Pgms. Mrs. Marie Whiteside has been

apped to program director of the French Broadcasting System in North America, filling the vacancy caused by Edward Gruskin's taking over the radio director's post of the Economic Cooperation Admin-

the Economic Cooperation Administration in Paris.
Shelley Dobblins, formerly a scripter at WNEW, N. Y., will take over Mrs. Whiteside's previous position as assistant program director, and will also handle public relations for the American branch of the French web.

Southern Baptists Make Bids for 459 Lowpower FM Stations in Church

FM Stations in Church
Applications for 4:89 loopower
FM stations in the 88-92 megacycle
band have been made to the Pederal Communications Commission
cording to Dr. R. Alton Reed, radio
director for the Baptist General
Convention of Texas, "it is the hope
director for the Baptist General
Convention of Texas," it is the hope
community of 1,500 population or
more will seek to have these lowpower FM stations in local
throughout the nation could set up
broadcasting stations."
The Ped Station of the Commission of the conbroadcasting stations."

The Commission of t

broadcasting stations."

A hearing will be necessary before the FCC, if the educational ticular band has been reserved contest the applications. Dr. Reed pointed out that educational broadcasting might not interfere with the single Sunday programs of the churches. Range of the lowpower transmitters is three to five miles.

Coast TV Continued from page 27 =

are not sufficiently then to allow a control of the control of the

Salesman Kave

Sammy Kaye, whose plattered three-dimes-weekly program is being aired by Chryster-Plymouth dealers, turned salesman while doctors, turned salesman while doctors, turned salesman while doctors, and the salesman while doctors, and the salesman while doctors, the salesman was a salesman while doctors, the salesman was the salesman

WB's \$50,000,000

the FCC to tell us yes or no and not sit on this application. They

should let us known one way or other. If not we would just as soon forget about it." To Clear Situation

To Clear Situation
To clear up the situation, WB will
officially, inform the commission
and that it has no intention of pulling out. John P. Southmayd, the
company's counsel here on the
Treatment of the company of the company of the
P. Southmayd, the
received will file with
P. CC within a few days copies of
correspondence between WB and
Mrs. Dorolby Thackrey extending
Mrs. Borolby Thackrey of the
Thackrey purchase. The company
of the Mrs. Dorolby Thackrey purchase.
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Mrs. Mrs.
Mrs. Mrs.
Mrs. Mrs Coy has indicated an early summer date for the ending of the freeze.

Announcer Fired

Continued from page 21

dred, who receive extra income on commercial programs. This plan commercial programs are supported to the support of the suppo

Sole Detroit Mr. & Mrs. Team Back on Airlanes

Detroit, May 3. Detroit's only Mr. and Mrs. team returned to the airwaves Monday
(2) over WJBK. Tony Weitzel,
columnist and radio personality, columnist and radio personality, and his wife, Dorothy, will present their informal chatter, gossid and interviews. Monday, and the state of the sta

NBC Dickering Continued from page 33

and the San Carlo Opera While the NBC offer has not been disclosed, it is believed the theatre would cost the web considerable coin since the ice shows, playing the house seven or eight months each year, have always done near-capacity biz, thereby returning ex-cellent rentals.

Coast for Originations?

celent rentals.

Coast for Originations?

With six former radio studios pressed into T use in Radio City's RCA building, NRC last year also took over the RKO-Puthe studios theatres for tele, in addition to its and the studios of the RKO-Puthe studios and the studios of the studios of



"WHAT MAKES OF YOU TICK?"

For Ivory Flakes C85, Mon. thru Fri. 2:45-3 P.M.

With JOHN K. M. McCAFFERY ADDISON SMITH

BIG THINGS CAN COME I SMALL ADS-LIKE: "IN THE SAN FRANCISCO BAY AREA - THE BEST AIR SALESMAN IS **GLEN KING."**

More 8 O'Clockers Every Day Are Switching to LANNY & GINGER GREY!

"START THE DAY WITH A SMILE" SHOW

WMGM-Mondays thra Sedurdays—8:00-9:39 A.M.

Sponso-RS; Cuticura, Teppa Cola, Little Gary Gift Shop,
BUDDY LEE CLOTHES, EMPIRE GOD BUXING
A FEW AVAILABILITES LEFT

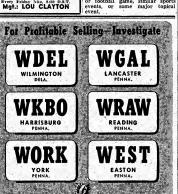
ASK HOW TO GET A "LANNY & GINGER JINGLE" FREE!

"JINGLES THAT DON'T JANGLE"
JANGLE"
Morfin Blades, Surf (Lever Bros.),
Buddy Lee Clothes, etc. We also sing
ADAM HATS AND SUCHARD.

TELEVISION SHOWS WNBT - WABD - WJZ-TV - WPI Sponsors: L'ORLE LODORANTE, CARRIER AIR-CONDITIONING, BAR MART, ETC.

LANNY & GINGER GREY

Radio-Video Productions and Singing Commercials
1350 Madison Avenue, New York 28, N. Y. ATwater 9-4020



STATIONS

New York Los Angeles

Clair R. McCollough, Managing Directo ROBERT MEEKER ASSOCIATES

AFM Going Through With Cleanup Of Agencies Abusing Booking Rules

Of Agencies Abusing Booking I

Tangle between Music Corp. of America and the American Pederation of Music Corp. of America and the American Pederation of Music Corp. of America and the American Pederation of Music Corp. of America and the American Pederation of Music Corp. of America and the American Pederation of Music Corp. of Adds 3 New Medical practices, is not booking license political practices, in an object of Golham, 20th and property of G

(Continued on page 41)

Spring-Summer Sales Optimism

Music jobbers are very optimistic about sales during the late spring and summer months. They feel there are too many good songs coming up, in the pop vein and in the "South Pacific" score, for the biz to remain in the stagnant con-dition it has been. If biz does get

de of claim in the sugnant contient in his been. If bit does get
the state of the state of the state of the state
As it stands now, music sales are
revy erratic. The only tunes realy selling with any degree of sucrevy erratic. The only tunes realy selling with any degree of suchas the business is there for a hit
is evident in the sales of "Cruising
Down the River" and "Par Away
Patees." Which have been in top
leas of the power of the market.
Over 580,000 copies of "Far Away
over 600,000 of "Cruising." Those
over 600,000 of "Cruising."

DUCHIN'S 'RUN' DEAL AT THE N.Y. WALDORF

Eddy Duchin has just about bea house maestro at the Waldorf-Astoria. He signed a new contract last week with the hotel which will bring him back into the hostelry's Wedgwood Room in September for 25 weeks, virtually the

Adds 3 New Artists

Adds 3 New Artists
Philadelphia, May 3.

Ivan Ballen Record Co., manufacturer of Gotham, 20th Century
and Apex disks, have added three
new artists: Doe Bagby's orchestra (territorial outfit herel; Tiny
Tim, hillbilly singer, and the Dick
Davis comba.

Company has also added three new distributors, the Burns Dis-tributing Co., Oklahoma City; the S & F Co., Charlotte, N. C., and the Barnett Co., Baltimore,

\$15-Per-Tune Gets OK for Tape Use On Comm'l Radio

Robert P. Myers, negotiator for the networks, and Harry Fox, rep-resenting the music publishing in-dustry, teintatively agreed upon a port to the superior of the use of copy and the per tune for the use of copy and the per tune for the use clair radio broadcasts sirred via tap-cial radio broadcasts sirred via tap-tical radio broadcasts, where was no price list governing the performance of protected moledles on such shows of protected moled so may show for the protection of the protection of the Marka Egin-American, et al.

Fox's move to establish a rate of payment was caused by the increasing tendency among top radio cars to tape their shows. Jimmy ship past Friday's 129 hroadesst for Reynolds Tobacco that way in order to have time to make a trip much the mettod may be adopted by him. Other big shows are leaning that way, too, since taping is a light way, too, since taping is a first that the ship that way, too since taping is a first that the ship that way, the ship that way, the ship that way, the ship that way, the ship that way the ship that way the ship that the ship that was the ship that was the ship that the ship that was the s Fox's move to establish a rate of

casts.
That \$15, incidentally, is a flat
cost; there will be no distinguishing between pops and standards.
Transcription's rates do differentiate. Pubs are paid 25c per station
for pops and 50c for more valuable
standards.

Monroe's 'Riders' Disk Fastest RCA Pop Hit; 500,000 in 3 Weeks

RCA-Victor says that Vaughn Monroe's "Riders in the Sky" record is the fastest pop hit in its modern history. In the three modern history. In the three weeks since the disk was released (April 11), more than 500,000 copies have been shipped from Victor pressing plants, on orders from dealers. Platter figures to go well over the 1,000,000 mark and perhaps approach the 1,500,000 Monroe out of "Ballerina" last year.

roe out of "Ballerina" last year.

Meanwhile, Victor is pushing
the platter strongly. It had one of
Douglas Leigh's bilmps over New
York, Saturday (30) evening,
fashing the title and mages of
the disk could be bought on Victor's 45 rpm records, on he moving electric sign on the side of the
bilmp. Captain of the bilmp also
taiked by phone to disk Jock Paul
couldn't contact Paul Brenner,
WAAT, Newark, jock.
Cost of the stunt is said to have

Cost of the stunt is said to have seen \$1,500, split between Victor

tember for 28 weeks, vittually the entire winter season. Currently at the Wedgwood until May 11, Duchin them moves upstairs to open the Roof for the summer season, asymig until July 5. When the shifts inte distribution branches and the season of the Room of



LORRY RAINE

"Can't Sleep"—Decca Disk Jockey Salute SHERM FELLER, WEEI, Boston SHERM FELLER, WEEL, Bostom Beentown's airwaves know Shem Feller as a popular record spinner and he's know tradevige as a successive recently invoduced that makes "It's Feater Fine", Feller's misses "Is Judy Valentine whose "Kisa Mee" is a Mide high on Feller's been with the spinner of the spinner of the spinner with the spinner of the

Unemployment **Tax Situation** Still Muddled

Attempts by the accounting firm of Braunstein & Chernin, to have bandleaders working in N.Y. state given credit by the U.S. Internal taxes paid by employers to N.Y.

Revenue Bureau for unemployment itaxes paid by employers to N.Y. state, has stirred up an unexpected homet's nest. And the situation at the moment is more muddled believed to the control of the control

be used to reduce Federal tax pay-ments by the maestros. They simply had to get the okay of the employers. This has been stymied that the state of the state of the state bands. It's now revealed that the hotels in many cases have not been paying unemployment and Ss. Laxes to N.Y. pending disposi-tion of, legal action by the Statter chaln, which seeks to determine will not abide by the U.S. court decision.

decision.

All hôtels approached by B & C for the credit slips have temporarily refused, fearing to jeopardize the Statler's test action. And the situation is more confused.

Leeds' 10th Anni Leeds Music will mark its 10th

anniversary next November with a party to which various prominent members of the music industry are already being invited. Firm went arready being invited. Firm went into business almost at the same time that the Andrews Sisters got their first break with the Decca record of "Bei Mir Bist Du Schoen."

Schoen."

Lou Levy, manager of the Andrews trio, set Leeds up, and in the 10 years he has made the company one of the most active, and certainly one of the largest-catalog-wise, of any publishing house in business that comparatively short length of time.

TVers Make New Offer to ASCAP **As Negotiations Continue Amicably**

E. H. Morris Slated To

Edwin H. Morris Music will pub-lish the score of Walt Disney's forthcoming film cartoon, "Ichabod and Mr. Crain." There are four tunes in the score, all done by Bing Crosby, whose arrangement with Disney called for him to have pub-lication rights to the melodies. He, Morris, turned them over 12 Morris.

naturally, turned them over to Morris. Score is by Gene DePaul and Don Raye. Record release date is Aug. 15.

Up to 100G. Seen In Col.'s Royalty Statements on LP

Columbia Records doled out its first roysity statements covering, sales of Microgroove Long-Playing disks to music publishers last week, and the total disbursed was somewhat surprising to music mentures 375,000 and \$100,000, problem of the sale of the first quarter of this year. Columbia's rowsity rates for LP's yary, from 152c, a tune on 15 LP's yary, from 152c, a tune on 15 or standards; 152c, for its seveninch 60c, pop LP's, and 2c, on the tuses, At perhaps an average 154c, that figures out to well over the sale of the period from Jan. 1 to March 31. Columbia Records doled out its

Of course, the cyolity statements give no clue to the actual number of LP's sold by Columbia during the three months, since a goodly amount of classical material is publicated to the columbia originally had an agreement with publishers whereby it might have gone on until next and other copyrighted times with but paying royally. It had experimental licenses with publishers until that time, but agreed early this year to begin paying royalities as of Jun. 1. Of course, the royalty statement

Monroe. Thornhill Escape Injuries In Crashes on the Road

Willard Alexander's New York booking agency had both its top bandleaders, Vaughn Monroe and Claude Thornhill, run into highway accidents within three days of each other last week. In both cases neither the leaders nor any of their musicians were injured.

musicians were injured.

Monroe's mishap occurred first, near Clarksburg. W. Va. Brakes of the bus in which the band was riding caught fire. Bus was completely destroyed. All musicians and the band's ilbrary were gotten out, but some clothing and a flute. Diamond rings belonging to the callsts, were in the blaze, but the stones themselves were recovered. Throrbill's cracken, was worse.

stones themselves were recovered. Thornhill's crackup was worse. Forced off the road Sunday (1), near Eric, Pa., by a heavy truck it was passing, the bus went into a smashed into a heavy steel fence. The driver was critically injured, while Thornhill, sitting up front, had most of the cab of the bus fold-will be the control of the cab of the bus fold-will be control of the cab of the bus fold-will be control of the cab of the bus fold-will be control of the cab of the bus fold-will be control of the cab of the c

Hilliard Coral Head

Jimmy Hilliard was named head of artists and repertoire for the Coral label by Decca Records last week. Until now, Decca execs themselves were all contributing to the selection of talent and tunes the selection of talent and tunes Hilliard of the coral recently after leaving Mercury in Chicago.

As Negotiations Continue Amicably

H. Morris Slated To
Publish Disney Score
dwin H. Morris Music will publishe score of Wall Disney
State of Wall Disney
West of Wall Park
West of

missions and also stand on coaxial cable charges, which are vastly higher than telephone line charges for regular radio, which are de-ducted from ASCAP's revenue from that source.

Nidorf, Kaye Split After Nixing Deal

Mike- Nidorf and Sammy Kaye severed relations last week due to their inability to get together on a new deal. Nidorf was Kave's personal manager, acting for and with Jim Peppe, who handled Kaye himself until his health went bad and he retired from active partici-

pation.
Nidorf handles Jo Stafford and Nidorf handles Jo Staford and other personalities whom he had when he moved in with Kaye and Peppe. With Nidorf, who had been with Kaye and the personal with Kaye and office manager and assistant, first to Peppe, then Nidorf. Office manager and assistant, first to Peppe, then Nidorf. Office manager and assistant, first to Peppe, then Nidorf. Office manager and assistant, first to Peppe, then Nidorf. Office manager and assistant, first to Peppe, then Nidorf. Office manager and assistant, which was the personal p

'SPELLBOUND CONCERTO' SUIT SETTLED BY DOS

An infringement sult involving the title number as well as the tune, "Spellbound Concerto," from the Dvald O. Selznick film, "Spell-bound," was discontinued last bound," was discontinued last week according to stipulations filed in N. Y. federal court. Terms of the settlement were not disclosed.

closed.
Action was brought by Emanuel
Lackow who claimed his song,
Silve warvan, was infringed
Silve warvan, was infringed
Silve warvan, was infringed
Named as defendants were Selznick and his subsids, United Artilists. ASCAP, Loew's, Inc., and,
Miklos Rossa, his bis compilant Lackow asked,
In his compilant Lackow asked,
the bicture plus an accounting of

an injunction to nat exhibition of the picture plus an accounting of the profits for previous showings. He claimed he wrote "Silver Cara-van" prior to 1938. Copyright to the composition was held by G. Schirmer from 1939 to 1947 when all rights were reassigned to Lackow. all rights

T. D. for San Antonio

San Antonio May 3.

Tommy Dorsey brings his orch
to the Sunken Garden theatre here
for a two-hour show May 8.

Also featured will be Ilona
Massey.

arry Gentlie-WJBE

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7

Cincy

0 Pit.

Clev Por-

4 ij Meeks-MOOP

Hubbard-WIND

WEEK ENDING APRIL 30

Char-Syra-Ö

op Record Talent and Tunes

AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS Port. Ver ver

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Parts Compose Victors Parts Pa		5 Perry Come	Victor	"A"-You're Adorable		ASCAP	2				-	-	2				1
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Rest Morgan Decen Seried Foreter Glanner ASGAP 1 2 9 9	Ŀ	1	:	Careless Hands		ASCAP	0					2			1		100
Rest Morgania Mercury So in Love Robbins ASGAP 10 1 9	1		Decca	So Tired	. Glenmore .	ASCAP				80		1		9		9	
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Bite Barron Begins Deces Otto in Lose With Auty Marcis MACAP	_	15 Vaughn Monroe	:	Red Roses for a Blue Lady	1	ASCAP	-			1			:	5	6		1
Bite Broom We.O.M You're So Underlithing Bite Broom We.O.M You're So Underlithing Bite Broom We.O.M You're So Underlithing Bite We.O.M Worker So Underlithing Bite We.O.M We.D.	Ň	5 Ray Bolger	Decca	Once in Love With Amy		ASCAP							1			-	
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le Stäfferde Galeida (week You coloreda ASCAP) Les Brown. Columbia 19 re Gel 18 Juve et keep 10 E Bittern SACAP Les Brown. Columbia 19 re Gel 18 Juve et keep 10 E Bittern SACAP Rass Meran. Columbia 19 re Gel 18 Juve et keep 10 E Bittern SACAP Best Meran. Les Stäfferde Galeida 19 Louis 19 E Bittern SACAP Best Meran. Deces Crisis 19 Louis 19 E Bittern SACAP Derit Day. Columbia 19 coloreda 19 E Bittern SACAP Les Stafferde Galeida 19 Louis 19 E Bittern SACAP Derit Day. Columbia 19 Louis 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 E Bittern SACAP Les Stafferde Capital 19 E Bittern 19 Bittern SACAP Les Stafferde Capital 19 Bittern 19 Bittern 19 Bittern SACAP Les Stafferde Capital 19 Bittern 19 B	1	2 Gordon Jenkins	Decca	Again	Robbins	ASCAP							1			1	
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Victor Similar Transibility Sign ASCAP	1	2 Perry Como		I Don't See Me in Your Eves	Laurel	ASCAP	2		1		6						
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M.G.M. Chapter in NY Life Called Mary Shapire-B. ASCAP Decen. Err Away Phess. Laure Signature A Million Miles Away Phess. Laure Columbia Bep. Gees My Heart J. 1 Robbian ASCAP Columbia Bep. Gees My Heart Chapter ASCAP Columbia Bep. Gees My Heart Chapter ASCAP Carless Hands Melines ASCAP Million Melines Melines ASCAP Mercury Kis Me Sweet Androned ASCAP Mercury Kis Me Sweet Ascarded ASCAP Mercury Melines Melines ASCAP Mercury Melines Melines ASCAP Mercury Melines Melines Melines ASCAP Mercury Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melines Melin		1 Rise Rarron	MCM	Onen the Door Polka	Pemora	BMI								:			-1
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Mercury Don't Cry, Cry Baby Santly-Joy ASCAP	9	4 Kitty Kallen	Mereury	Kiss Me Sweet	Advanced	ASCAP									OT.		-
		2 Eddie Howard	Mercury	Don't Cry, Cry Baby	Santly-Joy.	ASCAP		Dieble B	(Devreed)								ı,

Jocks, Jukes and Disks

By BERNIE WOODS

Eddy Arnold "Echo of Your Footsteps"-One Kiss Too Many" who has do precord in "Baby." A sock
ton.

If you have the country-style singers,
and this is a lor petease. Insulation of the country-style singers,
and this is a lor petease. Insulation of the country-style singers,
and this is a lor petease. Insulation of the country-style the melody could easily a style the melody could easily at the country style, the melody could easily become a click pop possibility.

Carmen Cayalare

Carmen Cayalare

An unusual disk in that, as far as records are concerned, the concerning for the

mosmy gudee hand and chous.

To: Beneke: "Midnight Serenade": "Pin Striped Panis" (Victor, Viddinight') is closest Beneke has come to const to the pin striped Panis (Victor, Viddinight') is good melody as an instrumental. Beneke creates a Miller modification of the pin striped per pin

Donald Richards "Younger Than Springtime". This Nearly Was Donald Richards "Nearly Was Donald Richards. In the Comment of the

Carmen Cavallaro "I Betchan de Carmen Cavallaro is possibility.

Carmen Cavallaro "Betchan de Carmen Carmen Cavallaro is popular de Cavallaro is popular keyboard com. He gades it thicky on "Betchan de Cavallaro is popular keyboard com. He gades it thicky on "Betchan" carmen carmen

Standout western, country, polica, Standout western, country, polica, blues, race, jazz: Frank Messien, "Pelican Polica" (Coral). Hot Lips Page, "Don't Tell a Man About His Ham," A Heart-Full if Misery" Wictor); Eddie Vinson, "I Took the Front, Door In" "Ever Ready Blues" (Moreury); Met and Stan, "T old). Dusted Off the Bibles" (Capital).

Ciro's, N. Y., Sued

For Infringement Ciro's, eastside N. Y. nitery, last week was named defendant in an week was named defendant in an infringement suit brought in N. Y. federal court by Broadcast Music, Melody Lane Publications, Em-bassy Music and Porgle Music.

Combined action claims the spot used four of the plantiffs times without a proper tienars.

End McCaskey joined Regent the plantiffs tompany took on Dave Kent as its Hollywood and the spot used four of the plantiffs times without a proper tienars. Hollywood to Dave Kent as its Hollywood to Dave Kent as it

2. AGAIN (7) (Robbins)

4. "A" YOU'RE ADORABLE (2) (Laurel)

Best British Sheet Sellers

(Week ending April 22) London, April 25 London, April 25.
12 Street Rag ... Chappeil
Faraway Places ... Leeds
Fowder Face ... Chappeil
Lavender Blue ... F. D. & H.
Lavender Blue ... F. D. & H.
Carlotte ... Straum-Miles
Heart Loch Lomonda ... Unit
Cuckoo Waltz Keith Prowse
Slow Boat China ... Chappeil
Put en In Box ... Connelly
Buy Killarney ... P. Maurice
Buy Killarney ... P. Maurice

Second 12

You're in Love Wood Buttons and Bows Victoria Put Shoes On, Lucy Gay Lillette For You Perlaman Crystal Gazer Dash Hang On the Bell Magna Easter Parade Berlin W Happiness Chappell Strawberry Moon Xale

Capitol Installs First Television **Prod. Division**

Capitol Records anticipating the future of the recording business in the face of ever-frowing television, is establishing a video production is establishing a video production to the face of ever-frowing television, the stablishing a video production to the control of Records Television Division, the indie manufacturer is now heat on settling up a staff. It has staffed film of Williams, former with Intendent and the will gather a staff. Capitol of course, intends malting as full use of the top names in the control of the company possible. Of course such use must depend on television committents that might aircady have been made too, to bring in talent outside of the recording fold.

WB Refusal on Kine Song Rights Forces TV to Nix Company Tunes

Tops of the Tops

Retail Disk Seller "Riders in the Sky" Retail Sheet Music Seller "Cruising Down the River"

"Most Requested" Disk "Cruising Down the River" Seller on Coin Machines "Riders in the Sky"

Best British Seller "12th Street Rag"

Condon, Rival Cafe In Row Over Butterfield

Intense rivalry between Nick's. Greenwich Village, N. Y., Jazz spot, where Eddie Condon's bands played for years, and Condon's, own Jazz club set; up as competition to Nick's, also in the Village, resulted in a flareup late last week.

tion to Nick's, also in the d'ungelcomolination of the committee of the

Martin Reactivates Co.

Vera Lynn London
Vic Damone Mercury

Perry Como Victor

To Push 'Now Is Time' Freddy Martin is reactivating the New York end of his Frematt Music Co. Victor Seltzman has taken over the eastern representa-tion of the maestro's firm.

Refusal of Warner Bros. music firms to continue allowing tele-vision nets free kinescoping rights to WB songs has forced video pro-grammers to ellminate the com-bine's tunes from many live broad-

grammers to eliminate the combine's times from many live broadcasts.

The control of the control of the control
casts are the most powerful in
catalogs are the most powerful
catalogs are the catalogs
and c

Campbell Wins Tiff from Porgie On 'Street' Rights

Un Street Kights

Battle between Nick Campbell and Al Pergie, former partners but now heads of separate frum, over the control of the control

DECCA IN THE SWIM ON **'SOUTH PACIFIC' ALBUM**

SOUTH PACIFIC ABBUM
Deca Records Is getting out its
own aibum of "South Pacific"
tunes. It is putting together four
single disks made by Bing Crosby,
the pacific of the pa

Romberg's Philly Date

Numberg's Philly Date
Philadelphia, May 3.
Sigmund Romberg has been
amed to conduct the Philadelphia
Inquirer's fifth annual music testival at the Municipal Stadium,
June 10.
The festival is put on by the
Philadelphia Inquirer Charities,
Inc.

LARIETY 10 Best Sellers on Coin-Machines Week of April 30 1, RIDERS IN THE SKY (2) (Morris) | 5 Vaughn Monroe | Burl Ives

3. CRUISING DOWN THE RIVER (12) (Spitzer) Russ Florgan Decea Blue Barron M.G.M.

5. RED ROSES FOR BLUE LADY (11) (Mills) | Vaugha Monroe Victor | Guy Lombardo Decca

6. FAR AWAY PLACES (14) (Laurel)	Perry Como Victor
7. SO IN LOVE (2) (T. B. Harms)	
	Mille Pene : Decca
8. I LOVE YOU SO MUCH IT HURTS (9) (Melody Lane)	
9. FOREVER AND EVER (2) (Robbins)	Gracie Fields London Perry Como Victor
	Bing Crosby Decca Anne Shelton London
	Anne Onchon
Coming Up	
CARELESS HANDS (Metrose)	Sammy Kaye Victor
	Russ Mergan Decca
SO TIRED (Gleninore)	Kay Starr Capitol
COMME CI COMME CA (Leeds)	Dick Haymes Decca
	Paula Watson Supreme
YOU BROKE YOUR PROMISE (PIC)	Kay Starr Capitol
DON'T SEE ME (Laurel)	Perry Come Victor
LOVE ME, LOVE ME, LOVE MF (Milier)	Eddy Howard Mercury Sammy Kaye Victor
OIL VOIL VOIL ARE THE ONE (Campbell)	Ames Bros Coral
PORTRAIT OF JENNIE (Channell)	King Cole Capitot
SUNFLOWER (Famous)	Russ Morgan Deeca
FRUE TO YOU IN MY FASHION (T. B. Harms)	
SARAVAN (Am. Academica	Billy Ecksting M-G-M
SOMEONE LIKE YOU (Harms)	Peggy Lee
SOMEONE LIKE TOO (B41ms)	Doris Day
IOW IT LIES (Morris)	Kay Starr Capitol
ONT LIE TO ME (Leeds)	Vaughn Monroe Victor
PRIDATE KNOW GUN LOADED (Lewis)	Betsu Gau
SOME ENCHANTED EVENING (Chappell)	Perry Como Victor
WONDERFUL GUY (Chappell)	Margaret Whiting Capitol
(Flaures in parentheses indicate number of weeks song !	as been in the Top 10.1
Figures in parentneses indicate number by weeks tony	***************

ity, Jenkins Music

Charles I

Schmidt

છ

L. Music S

reles, Morse M.

Inside Orchestras—Music

Metropolitan Opera's visit to Los Angeles, which ends Saturday (7) after 14 performances, was underwritten by local culture-conscious backers to the tune of \$274.000. Gross at the 6,000-seats Shrine Auditorium is expected to top \$280,000, giving the guarantors a minimum of \$5,000 profit. However, that figure will be slieed by purely local expenses, such as salaries of Shrine associates and of Tali Welner, back have do publicate the longhair attraction. of bringing the, botal

sack hired to publicise the longhait attraction.

Guarnate or \$247,000 evers only the cost of bringing the Met to the Coast for the second consecutive year and the third time in 4years. At a \$6 top, Shrine can hit a \$23,000 gross for each performance. Opening night, with top scale upped to \$10, receipts hit \$24,875. House is rented for \$1,000 per performance.

Met is staging 11 operas this year, as compared with 15 last year, and repeating "La Boheme," "Carmen" and "LavTravista" for economy reasons. Exces have found that latter three are the most popular in the reperfolice. Solic experimental item this year was "Peter Grines." when the properties are the second of the second of the properties of the second of the second

Songwriters get inspirations for titles from unusual sources. Perhaps one of the more unique ones is the source of "A Chapter In My Life Called Mary," written by Jimmy Kennedy and Nat Simon, published by Shapiro-Bernsteip

Snapiro-sernstein.

Several years back Kennedy was idling through a magazine and noted an ad by the San Francisco Chamber of Commerce, which offered a booklet entitled "There's a Chapter in Your Life Called San Francisco." It stuck in his mind, and last year, when he and Simon were searching for an idea, brought it up, with the change, to "Mary."

Norman Granz' \$25 "Jazz Theme" album, which Mercury Records (Chicago) is pressing and distributing, will attempt to mirror jazz development, according to Granz. It will attempt to represent modern jazz in all phases.

development, according to isranz. It will attempt to represent moutern jazz in all phases, prestige item, with only 5,000 pressed, each to be unimbered and autographed by Granz. Disks will be of vinylife and unimbered and autographed by Granz. Disks will be of vinylife and present over \$10,000 worth of Granz recordings, with diskery's regular percentage arrangement with Granz applying.

Charlis Fish is Seigning the worst told in his hand pretty much in the familty. Ginny Coon offer, Fish a stepped down couple of months ago because she wanted to devote more time to their sizy-ear-old, so Fish promptly put on Rosemary Moore, his sister-lin-law and the wife of Joe Fisk, who recently Joined his brother's outfit as the drummer. Fisk is currently playing at Bill Geres' is Pittsburgh.

"The King of the Mambo"

AND HIS ORCHESTRA

Just Completed 16 Smash Weeks

CIRO'S, Miami

and Signed to Appear Next Season for 6 Months

Currently

HAVANA-MADRID

NEW YORK

DUMONT-TV

"Flight to Rhythm" with Miguelito Valdes 6:30 P.M. Every Sunday

July and August

SAGAMORE HOTEL

Lake George, New York

Available for September and October, 1949

Personal Management:

ROBERT DIAMENT

1819 Broadway, N. Y.

RCA VICTOR RECORDS

Press Relations: HOWARD WEISSMAN

RETAIL SHEET BEST SELLERS

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 11 cities and showing comparative sales rating for this and last week.

> Week Ending APRIL 30

National Rating

15

	Last wk.	Title and Publisher	Chicag	Los An	Beston	St. Lou	Indian	Clevela	Kansas	Philade	Minnea	Seattle	NTS
1	1	"Cruising Down River" (Spitzer) 1	1	1	1	1	1	1	1	2	1	- 1	109
2	2	"Forever and Ever," (Robbins) 2	2	4	8	4	6	- 3	2	1	3	-2	84
3	2	"Far Away Places" (Laurel) 6	7	3	4	3		4	4	3	2	- 3	71
4	. 5	"'A'-You're Adorable" (Laurel) 3	4	4.	2	6	2	2	6	4	7	4	70
5	4.	"Sunflower" (Famous) 9	3		3	2			3		4	Ê	47
6	3	"Red Roses for Blue Lady" (Mills)	8	8	5	5	5	9	5	8		-5	41
7	7	"Careless Hands" (Melrose)		5		8	30	- 5	10	5	5	9	38
8	11	"Enchanted Evening" (Chappell) 7			6		4	6	8	9			26
9A	8	"Again" (Robbins) 4	10	. 9	4.0		- 8	-14		6	8		21
9B		"Riders in the Sky" (Mayfair) 8					7	7		100	10		21
0	10	"Someone Like You" (Harms Inc.)	9	6	9	9			**				11
1	6	"Powder Your Face" (Lombardo)	5			7							10
2		"Big, Wide World" (BMI)		7	7					- 11	-4	-	9
3		"Candy Kisses" (Hill-Range)	6						T.	1		- 8	-8
4	12	"So in Love" (T. R. Harms)	7		3 14	10	-	8	•	<u> </u>		10	-

Forms Seattle Outfit

50G to Fix Philly Dell

rerms Scaute vuitt
Seattie, May 3.
Marty Marsala, jazz trumpeter,
has formed-a Dikieland outif here
which is playing Fridays and
Robin Hood Deil in shape for the
Saturdays at Club New Orleans.

RCA's Red Seal Unit

Chotzinoff Directs

Samuel Chotzinoff, general musical director of NBC, was named musical director of RCA-Victor's Red Seal. (classical) disk division last week by Paul Barkmeler, general manager of Victor. Chotzinoff will be assisted by Constance Hope, manager of Red Seal artists relations, while Richard A. Mohr continues as supervisor of classical recording

Chotzinoff sailed Thursday (28) on an eight-week trip through European countries.



On the Way

RUDOLPH THE REINDEER

St. Nichalas Music Pub. Ca





Songs With Largest Radio Audience

The top 34 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Mu-sic Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Pediman, Director.

Survey Week of April 22-28, 1949
A Chapter In Wy Life Called Wary

	A Chapter in My Life Called Mary Shapiro-B	
	A Wonderful Guy-"South Pacific" Chappell	
	"A"—You're Adorable	
	Again—†"Road House"	
	Always True To You In Fashion-"Kiss Me Kate". T. B. Harm	20
	Careless Hands Melrose	٦.
	Cruising Down the RiverSpitzer	٠,
	Don't Cry, Cry Baby Santly-Joy	
	Dreamer With a Penny-*"All For Love" Simon	
į.	Everywhere You Go Lombardo	
4	Far Away Places Laurel	
	Forever and Ever	
	Great Guns Feist	. 4
	Hurry, Hurry, Hurry Dreyer	
	I Get Up Ev'ry Morning Leeds	
	I Wanna Marry Mary	
	If I Could Be With You- "Flamingo Road" Remick	
	I've Got My Love To Keep Me Warm Berlin	
	Love Me, Love Me, Love Me	
	My Dream Is Yours—†"My Dream Is Yours" Witmark	
	One, Only Highland Fling-i"Barkleys of B'way" Warren	
ď	Once and For Always—"Connecticut Yankee" Burke-VII	
	Once In Love With Amy—*"Where's Charley?" Morris	
٠	Powder Your Face With Sunshine Lombardo	
	Red Roses For a Blue Lady Mills	
	So In Love—*"Kiss Me, Kate"	
٠	Some Enchanted Evening—"South Pacific" Chappell	3
	Someone Like You "My Dream Is Yours" Harms	
	Store Of Mr. 7160	
	Story Of My Life	
	Streets Of Laredo-+"Streets Of Laredo"Famous	
	Sunflower Famous	
	Three Wishes Herbert	
	Underneath the Linden Tree La Salie	
	You Broke Your Promise Pic	
	The remaining 20 songs of the weck (more in case of ties)	
	based on the copyright Audience Coverage Index Surper of Portu-	
	lar Music Broadcast ones, Padio Natangeles Dablidad L. il	

lar Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Bali Ha'i-*"South Pacific"	CT
Calanda South Facility	Chappen
Cabaret	Duchess
Candy Kisses	Hill & Range
Coca Roca	Timitad
Comme Cl. Comme Ca	Leade
Don't Cali Me Sweetheart Anymore	ADC
Have a Little Sympathy	Drice
Havin' a Wonderful Wish	DVC
I Didn't Know the Gun Was-Loaded	Paramount
I Don't See Me In Your Eyes Anymore	Lewis
Tool t See Me in four Lyes Anymore	Laurel
If You Stub Toe on Moon-1"Connecticut Yankee".	Morris
I'll String Along With You	Witmark
I m Beginning To Miss You	Raviin
. IUS. a. Big. Wide Wonderful World	DMI
Johnny Get Your Girl	Damma
Little Old Church Near Leicester Square	Ovford
Look Up	Detween
Need You.	Chainar
Portrait of Jennie	Choice
So Tired	Chappen.
Tolog Attratage	Glenmore
Tulsa—†"Tulsa"	Advanced
While the Angelus Was Ringing	Harris
Who Wouldn't Love You?	Fremart
You, You, You Are the One	Campbell
t Film musical. * Legit musical.	

Bands at Hotel B.O.'s

	Weeks Played	Past Week	Covers On Date
Eddy Duchin* Waldorf (400; \$2)		2,375 975	10,900
Lawrence Welk Roosevelt (400; \$1.50-\$2) Eddy Howard Statler (450; \$1.50-\$2)		1,125 1,300	7,300 2,850

* Waldorf, Morton Downey; New Yorker, ice revue.

t 9 days

Chicago

Barelay Allen (Empire Room, Palmer House, 550; \$3.50 min.\$1 cover), Dorothy Shay keeping room busy. Giant 3.600 covers. Henry Brandon (Marine Room, Edgewater, 700; \$1.20 cover). Fine weather helps. Holding at 3.000 tabs. Dorothy Henry

weather helps. Holding at 3,000 tabs.

Johnny Brewer (Swiss Chalet, Bismarck, 200; \$2,00 min.\$1.05 cover).

Gypsy Markoff. Fine 1,800 covers.

Dick LaSalle (Mayfair Room, Blackstone, 350; \$3,50 min.\$1 cover).

Peter Lind Hayes and Mary Healy have ropes up. Fat 3,700 tabs. Frankle Masters (Boulevard Room, Stevens, 773; \$3.50 min. \$1 cover). Ice Show and Masters garnering neat 3,100 tabs.

Bill Snyder (College Inn, Sherman, 500; \$2.50-\$3.50 min.), "Salute To tole Porter" still big draw. Upped 3,400 covers.

Los Angeles

Leighton Noble (Ambassador, 900; \$1.50). With Frankie Laine head-lining, First week great 3,150 covers.

Jan Garber (Biltmore, 900; \$1-\$1.50). Slowing 2.300 covers. Tred Fig Rito (Beverly Hills, 300; \$4 min.). Mild 900 covers.

Location Jobs, Not in Hotels

Che Davidson (Chicago)

(Los Angeles)
Gene Krupa (Palladium B., Hollywood, 4th wk.). Sliding 10,650 ad-

missions.
Victor Lombardo (Aragon B., Santa Monica, 4th wk.). Good 4,475
admissions.

AHLERT REELECTED ASCAP PRESIDENT

Fred Albert was reelected, as expected, as president of the lancing society of Composers, fee on his royalty remittees, song-authors and Publishers at last writer Milton Buckner charged in week's (28) board meeting in New an accounting action field last week York. Albert thus begins his in N. Y. Rederal court

second term as head of the Soclety, Saul Bourne was named first v.p. and Otto Harbach, second v.p., replacing Oscar Hammerstein, 2d, who is too busy with his shows to attend all meetings. Louis Bern-stein was named treasurer; George W. Meyer, secretary; Frank Con-nor, asst, treasurer, and Donald Gray, assistant secretary. nor, asst. treasurer, and Gray, assistant secretary.

ON'T SEE ME

LAUREL MUSIC CO Broadway, New York

BOURNE, INC. 799 7th Ave. New York

A Great Mother Song I REMEMBER MAMA By CHARLES and HENRY TOBIAS

RECORDED BY: CLAUDE THORNHILL, Columbia 38075 BETTY RHODES, Victor 20-2735-B ZIGGY LANE, Deluxe 1137-A

RALPH YOUNG, Jubiles 3508

TOBEY MUSIC CORP. 1650 B'way, Suite 604, New York

Swing & Tempo Sued By Hampton Associate

in N X, federal court

Plaintiff and Llore! Hampton, the hampton and Llore! Hampton the hampton in states, in 1945 wrote "Mampton" in 1865 key to Wootte! "Overtime" "San Quentin Quali" and "The Flight of the Bar Fly," which they assigned to S & T. Complaint further alleges that the publisher did not receive absolute assignment of all rights—only the right to publish and exploit the tunes.

Agreement called for S & T to Agreement called for S & T to pay the writers 2c, for sheet music and orchestrations sold, 3334% and and the state of the

In addition, Buckner maintains that the sum of \$10.000 is due on the common-law rights to an unregistered tune, "Slide," Hamp, Slide."

AFM Cleanup

Continued from page 37

often becomes a scramble that hurts the band business from top

orren Decomes a scramble that hurts the band business from top I was such a situation that promutgated, the MCA-AFM affair. But, regardless, of what happens to be the straw that broke the about it due to an accumulation of complaints, and fully intends clear Meanwhile, MCA and some of the other agencies are endeavering to find out who yelled copper to clea, who are often as guilty, have repeatedly complained about the tactics of one of MCA's men. But plained to the AFM and know of no one else who has.

Andrew Records, Inc., chartered to conduct a music publishing busi-ness in New York, with capital-stock of 100 shares, no par value. Directors are Harry D. Squires and Irving Squires.



Another "Four Leaf Clover"

MERRY-GO-ROUND

Backed by THE HEART OF LOCH LOMOND

(MGM No. 10405)

They're Playing It Everywhere!

Backed by THERE'S SOMETHING ABOUT PAREE (MGM No. 10418)

* Still Growing!

Backed by AGAIN (MGM No. 10398)

★ Thanks to the Disk Jockeys Who Have Made This Possible

Currently: HIPPODROME **Baltimore** and His Orchestra On Our Way to the

SHAMROCK HOTEL

 $M \cdot G \cdot M$ THE GREATEST NAME (IN ENTERTAINMENT

ASCAP Ballyhoos Society's Function

42

Moreira Society of Composers, Authors and Publishers last week communiqued all publisher and communiqued all publisher and in a campaign to bring about public awareness of the Society and its function. Letter, signed by the campaign of public relations, has as its major purpose caucation of the general public, and the general public, and the green public.

ple."
Attached to the letter was a brief description of the Society and its aims titled "The ASCAP Credo." Ahlert requested that every mem-ber personally publicize it at every opportunity.

Memphis Bars Shavers

Memphis Bars Shavers
Charlie Shavers, Negro trumpeler featured with Tommy Dorsey's
orchestra, was barred from appear
orchestra, was barred from appear
tables adultion in the Thursday
(28). Shavers received the Jim
Crow treatment the night before in
mitted to sit with band members, but to
sal solodat, and members, but (29), where Shavers
was okayed to sit with fellow band
members, but (29), where Shavers
was okayed to sit with fellow band
embers, but the ban was repeated
the following night in Jackson,
Niles,



Appearing AMBASSADOR COCOANUT GROVE

FOREVER AND EVER

FRAN	ALLISON	Rondo
HELEN	CARROL	Rondo LRCA VictorRCA Victor
PERRY	COMO .	RCA Victor
GRACI	FIELDS	London
Ditte I	MADGAN	Dagen

MARBARET WHITING ...Co Columbia ROBBINS MUSIC CORPORATION

THE LITTLE OID CHURCH NEAR

OXFORD MUSIC CORP. 1619 Broadway, New York

RETAIL DISK BEST SELLERS

Stores)

nospnH)-ez

City-(Jenkins Music Radio)

S

Hospe

Leary)

e-(Sherman-Clay)

TOTAL

POL

10

9

9

9

MANHATTAN

TOWERS

Gordon Jentin

In AFM Pact Snarl

Philadelphia, May 3.

Decca

Co.)

Kresge (

Co.)

Music (Denel's rork-(Davega

-(Boston có S

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 11 cities and showing com-parative sales rating for this and last week.

Week Ending National APRIL 30

1

2

3 4

5

	Last wk.	Artist, Label, Title	New	Chics	Los A	Bosto	St. L	India	Omal	Kans	San	Mhn	Seatt	T
	7	VAUGHN MONROE (Victor) "Riders in the Sky"	2	0	5	1	10	1			9	4		55
8	1	RUSS MORGAN (Decca) "Forever and Ever"	5	y.			7	4		3	. 1	1	3	53
3	2	RUSS MORGAN (Decca) "Cruising Down River"	7		8				1	1	1		1	37
	6	MEL TORME (Capitol) "Again"	10	7		٠.		2	8			6	4	29
,	4	PERRY COMO (Victor) "'A'—You're Adorable"		2						4	6		5	27
;	12	RUSS MORGAN (Decca) "Sunflower"				181			3	2	1.	1	2	26

RAY BOLGER (Decca)
"Once in Love With Amy".
GORDON MacRAE (Capitol) 7 3 23, "So in Love"
RUSS MORGAN (Decca)
"So Tired"
PERRY COMO (Victor)
"Forever and Ever" 9A 11 8 16 16 9B JO STAFFORD-G. MacRAE (Capitol)
"'A'—You're Adorable"
VAUGHN MONROE (Victor) 10B 12 .14 "Red Roses for a Blue Lady PERRY COMO (Victor) "Some Enchanted Evening" 13 11A 13 GORDON JENKINS (Dec 11B "I Don't See Me".
SAMMY KAYE (Victor)
"Careless Hands".
VIC DAMONE (Mercury)
"Again". 12A 13 12 "Again"

BLUE BARRON (M-G-M)
"Cruising Down River".

PEGGY LEE (Capitol)
(Trail N-10") 11

"Ball LAWRENCE (Victor)
"Dreamer With a Penny"
LAWRENCE WELK (Decca)
"Love Me, Love Me, Love Me 14B

Love Me, Love Me, Love D DINAH SHORE (Columbia) "True in My Fashion". "ONY PASTOR (Columbia) "A'—You're Adorable". "Blue Room".

FRANKIE YANKOVIC (Columbia)

15D 10 "Blue Skirt Waltz"...... 5

WORDS AND CONNECTICUT FIVE TOP KISS ME, KATE MUSIC YANKEE Eddy Arnold ALBUMS Voried Artists Bing Crosby Columbia Victor M-G-M Decca

> Disk Best Sellers by Companies (Based on Points Earned)

Records Label
Columbia
Mercury
M-G-M Label Points 178 156 71

RCA's Camden Plant

Indicates No Reopening

RCA-Victor's Camden, N. J., pressing plant, which closed March 1 "for repairs," gives no sign of 1 "for repairs," gives no sign of being reopened. Meanwhile, much being reopened. Meanwhile, much of the factory's machinery has erably since the war, and all major either been discarded or moved to labels have reduced facilities. Common of O'kelore' pop material is Kings Mill, Cinclinati, factory, and being pressed at the company's in-Decea cut down, too.

dianapolis plant; 45 rpm disks are being turned out mostly at its Philly's Acad 'Unfair' Canonsburg, Pa., site.

Victor had considerable trouble with unions governing employees at its Camden factory, which is the

III Arim I act. Must!

Josal 77. American Federation of Bulletians. Ins placed on its arms of the place of the second of the sec formal recognition. Placing the concert hall on the "unfair list" was viewed as the initial tactic to get the Academy lined up again.

J. J. Loeb Protests On His Non-ASCAP Boost

Inis NOII-ADALA 16063:
John J. Löch, pop writer, filed a formal protest last week with the American Society of Companyers, Authors and Publishers board of directors over his unsuccessful attempts to have his ASCAP classification boosted. Now a "silentation boosted Now a "silentation committee Society's classification committee to the Society's committee to the Society's classification committee to the Society's committee to the Society of the Society o

Lobe Jonts out that last year his works drew \$8,000-odd performances as against other writers with higher classifications who had few classifications who had few classifications who had few develoed on the evaluation of Growth of the control of t

Board took his case under con-

Frank White Partyed

Frank White was given a lunch eon party at the Bridgeport headquarters of Columbia Records Friday (29), his last day with the disk firm prior to moving over to the Mutual network Monday (2) as its new president new president. He was gifted with a desk set by former asso-clates.

All Time Pops CARMEN LOMBARDO'S

SNUGGLE ON YOUR SHOULDER

FEIST

BLUE ROSES SKIRT BLUE WALTZ LADY

THE DREAM OF OLWER

DISC JOCKEYS

THE EVER FAVORITE

EXACTLY LIKE YOU

Music by . . . JIMMY McHUGH SHAPIRO, BERNSTEIN



LAUREL MUSIC CO

A BENUTIFUL SONG for MOTHER'S DAY

IN MOTHER'S ARMS CARL FISCHER, INC.

THE SENSATION OF TWO CONTINENTS The Modern Paganini

CHARLES BERNARD

and His \$100,000 Stradivarius yho appeared in recard-smashing engagements of the Montr aris—Grond Hatel, Budapest—Berns Salonger, Stockhalm—Zl Geller, Yienna — Wivel, Copenhagen — and mony other outst

and His Continental Society Orchestra

PEN FOR SUMMER RESORT ENGAGEMENTS, RECORDINGS AND THEATERS POTUBLE RECORDING AND THEATERS RICHARD MARDUS
342 Madison Avenue, New York 17, N. Y. VANderbit 6-0492

Philly Vice Squad Sparks Drive Vs. 'Outlaw' Clubs; Bags 379 in Raid

Eric Social dub one of the large state of the large

Jaquer Control Board agents and vice squad detectives.

The raid was the first made since the combined drive against liles gally control seems of the control of the control of the raid was the first made since the combined drive against liles gally control of the raid was the first made since the combined drive against liles gally control of the raid was the first made since the control of the raid was made to City Hall and all the structions at most of the city and the raid was made among the great the control of the raid was made among the great the control of the city and the wild scramble for the sexist hock up when core guestioned at City Hall and 31 were held on charges of disorderly conduct and 12 other men and a woman were held as operators of the city Hall and 31 were held on charges of disorderly conduct and 12 other men and a woman were held as operators of the city.

Chi Manageare Acon Cart.

Chi Managers Assn. Seek

Chicago, May 3.

Entertainment Managers Assn. brass will huddle with the national board of American Guild of Variety Artists here prior to annual AGVA convertion June 8 in an effort to clarify Rule B in current agents' agreement with union. Unless matter can be threshed out at this confab. It will be placed before

Jack Russell, head of EMA, planned to go to New York on the matter, but has since called off

'Lewd' Rap on Appeal

was of disorderly conduct and their men and a woman were as operators of the club.

Managers Assn. Seek Clarity of AGVA Pact Chiego, May 3.

Chiego, May 3.

tertainment Managers Assn., tertainment Managers Assn. is will huddle with the nail toard of American Guild of ty Artists here prior to annual ty Artists here prior to annual to calculy Ruise B in current is a greenent with union. Union Seech. Its prior to a green the prior to annual to a control of the

B'klyn Vauder Shutters Brooklyn, N. Y., for the first time in many years, has a surfeit of vauders in the downtown section with result that the Majestic the-atre closed for the season, Satur-day (21).

Agents feel AGVA, upon occasion, has deviated from structure of the pact and want section clarified officially by the Guild structure of the pact and want section of the pact and want sectio

Sally Rand became involved in a suit last week over her fans, used in her dances, when a suit for \$7,000 was fied in Circuit Court by H. I. Harmon, a Los Angeles business man. His petition charges that Miss Rand owes him \$1,000 on each of five promissory notes and each of five promissory notes and \$2,000 on a sixth.

Richard Zeisier, manager of the Grand theatre, at which dancer made a p.a. said the suit was for fans which she had purchased from Harmon and found they were not useable in her act.

Harmon and found they were not useable in her act. Steel Pier, A.C., Angling Sinatra For Summer Date Possibility of pacting Frank Sinatra for the Steel Pier, Atlantic City, during the summer is holding up to booking of season's head-inger there. Otherwise booker down to be summer back when the performers strike, it's likely that the house will have to out a duration, and union will seek ecooperation from the American Federation of Musicians and the International Alliance of Theatrical City, during the summer is holding up booking of season's head-inger there. Otherwise booker down that of effect, several of the drorus were dismissed. Last week and the correct were granted went into effect, several of the drorus were dismissed. Last week last Steel Pier, A.C.,

ing up booking of season's head-liners there. Otherwise booker Al Rickard has all bands and some top

liners there. Ötherwise booker Al. Rickard has all bands and some top names set.

Rickard has all bands and some top names set.

Brown and Georgia Gibbs. Penny becoration Day weekend, May 28 with Harry James orch, Wally Brown and Georgia Gibbs. Penny be for June 6 show. Pier goes left for June 6 show. Pier goes and Skitch Henderson band June 12. Yvette and Charrie Barnet fol. 22. With possibility of Sinatra also on this bill; Frances Langford and Jon Hall with Frankie Masters on the bill. Frances Langford and Jon Hall with Frankie Masters Beetly Belly, Larry Chlono orch, July 10; Lanny Ross and Tex Beeneke, July 17; Jerry Colonna and Sammy Kaye orch, July 24; Vaugin Monroe and Joe E. Howard, Aug. 7; Andrews Sisters and Gene Krupa, Aug. 18; Carman Gene Krupa, Aug. 18; Carman Gene Krupa, Aug. 19; Carman Hutton, Aug. 21 and Tony Pastor, Sept. 5.

Merchant Slaps 7G Suit On Sally Rand, Due on Fans St. Louis, May 3. AGVA Strike Threat Looms Again After N.Y. Roxy Drops 10 Choristers

WEISSMULLER TO STAR IN BRITISH WATER SHOW

IN BRITISH WATER SHOW

Johnny Weissmuller heads over
seas shortly testessmuler heads over
seas shortly desirable the seas shortly seases
and the sease shortly seases with the sease shortly seases
and the seases with the seases of se

For the second time in specific contents of the contents of th

Sunrise Confab

Sunrise Confab
Controversy took a humorous
turn last week when Dewey Barto,
AGVA's national executive sccretary, called a 6 a.m. meeting with
Roxy execs. At the sunrise confab, Barto was to have demanded
a 90-day freeze in current number
of choristers at the house. Instead, he asked that those handed of choristers at the house. Instead, he asked that those handed state the state of the control o

seasus ture sustent union, but an economia and Sivalaina Lebusts (A. J. Balahan, Roxy topper, defed dismissals were retaliatory. He pointed out that the Roxy is the pointed out that the Roxy is the expense of putting on an ice show, a large mixed chorus and a choral group, plus the vatide headliners, can stand at the present time. He also said the choral group was initially tried to to a strice month of the present time is also said the choral group was initially tried out on a three month basis and run had been extended, so who would want to retaliate against \$80 and \$70 per week performers."

HYMAN ZAHL? FRANK POPE

OF ENGLAND NOW IN NEW YORK.

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PLEASE ADVISE WHERE CAN BE SEEN DURING THE ENSUING FOUR WEEKS

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'Skating Vanities' to Start European **Tour With French. British Bookings**

"Skating Vanlites," roller éact-ling revue, starts its first conti-brens at the Palais des Sports, Paris. Winding up a 40-week swing through the U. S. in Clinder, Winding the U. S. in Clinder, Bourger Local pitters awing through the U.S. in Cincin-nati Sunday (1), most of show's personnel sails from New York to-day (Wed.) on the S. S. Washing-ton. Others are due to leave to-morrow (Thurs.) on the Queen

morrow (Thurs) on the Queen
Mary:
While dollars are still difficult
contract from mond. European
Formation of the producer
Harold Steinman reportedly has
been able to make "satisfactory arrangements" of the remittance
ryollem. Numbering more than
Cloria Nord, the Fratellini fantly
ci clowns. Ellem McDonnell, Peggy Wallace and Douglas Breniser.
Wantites' play eight days at the
a slax-week date at Wembley Stadium, London, June 6.

"The Only Show of Its Kind"

The \$1,000,000 Spectacle ckating VI

Company of 140 7th Edition

Now filling engagements in London, Paris, Switzerland,

The 8th Edition with a completely new show will start American tour 1st week in September.

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New York, N. Y. Trampoliningly Yours

Paul & Paulette Trio SPORTS-SHOWS

the della line

LOU COHAN, 203 N. WABASH, CHICAGO

Being Probed in Suit Detroit, May 3.

Detroit, May 3.
The Bower', local nitery, has been ordered by Federal Judge Arthur F. Lederle to file a writ of disclosure detailing any assets it may owe Frank Barbaro, the citib's Court Issued the order Wednesser (27), after he had set aside a dedicionary Judgment Unit of the Court Issued the order Wednesser (27), after he had set aside a dedicionary Judgment Unit of the Wednesser (27), after he had set aside a dedicionary Judgment Unit of the Wednesser (27), and the Wednesser (2

Dallas Hotelmen Join AGVA In Campaign vs. 20% Tax Dallas, May 3.

A meeting to discuss plans for adding the American Guild of Variety Artists national campaign for the reduction of the Federal 20% ontery tax, was held Thursday (28) at the Adolphus how the Adolphus held thursday (28) at the Adolphus held Pursent Lee, Local AGVA rep, Vincent Lee, and the Advance of the Local AGVA of

Grant, spoke on the effects of the tax ditton to Les and Grant, line additioning included Featon the Company of the Company of

Sherry Lynn. AGVA board mem-ber, and Carl Dolsen, of Pappy's Showland.

Hardy pointed out that time is the important thing, and urged haste in getting public attention for the project. He suggested members of the group get personal letters to the Washington legitators who will vote on the bill.

Hi, Lo, Jack and the Dame set for Lookout House, Covington, Ky., May 9.





Lena Horne's Nitery Tour

Lena Horne's Nitery Tour
Lena Horne, songstress, at completion of her current date at the
Fairmont botch. San Francisco,
Fairmont botch. San Prancisco,
Chicago, May 14, and will follow
with the Moundo, Cleveland, but
14; State Line Country Club, Lake
Tabaoc, Cala, but 12, and the
Pathoc, Cala, but 12, and the
Miss Horne is expected to follow
with an eastern swing and its
likely she'll play the Copacabana,
N. Y., in the fail.

Coast AGVA Hikes Scale For Nitery Performers

Los Angeles, May 3,
Minimum salaries for nitery performers in this area are being revised upward as contracts with individual clubs come up for renewal, American Guild of Variety Artists Coast chief Eddie Rio disclosed

Artista Coast chief Eddie Rio dis-closed
First spot to feel the hike is the
First spot to feel the hike is the
First spot to feel the hike is the
Pirst spot to feel the hike is the
Pirst spot spot feel to feel the
Pirst spot spot feel to feel the
Pirst spot spot feel to feel the
Pirst spot feel to feel the
First spot feel
F

Saranac Lake

By Happy Benway Saranac, N. Y., May 3.

Saranac, N. Y., May 3.

"We The Patients" wish to thank
Jerry Sager and former Rogerties
for their annual
stationery to the gang.
Sam (RKO) Lefko entrained for
Philadelphia last week accompanied by a Will Rogers nurse for
observation at the Rush hospital in
that city.

Sam (RKO) Lefko entrained for philadelphia what week accompliatelphia what week accompliately with the property of the propert

Write to those who are ill.

Bert Bart, Inc., has been char-tored to conduct a theatrical book-ing agency in New York, with capital stock of 100 shares, no par value. Jack Pearl, 565 Fifth ave-nue, is filing attorney,

COMEDY MATERIAL

FUN-MASTER "The ORIGINAL Show-Bix Gag File".

NOS. 1 to 30 @ \$1.00 Ea.

(Order in Sequence Only)

-Special: First 13 Files for \$10.00

All 30 Files for £25.00

Midwest Dates

Ovid P. O'Malley returns to his agency after long absence in Florida. Harry Kalcheim, of William Morris agency, in lown & William Morris agency, in lown & William Sherry and Mickey Sharp replacement of the Cardens and Cardens show. Miss Day in Vine Gardens show. Miss Day in O'Dell O'Dell, magician, set for Sattine Club, Des Molines, June Stattine Club, Des Molines, June

Dell O'Bell, magician, set for pattime Ciub, Des Moines, June Hai Cowen has taken over management of Stratdford hotel, Mine Grown, May Bell Peter Crown, Galveston, Tex. June 6 . Day, Dawn & Dusk into Interlute K. massa City, My Henry Grady hotel, Allanta, June 2 . Pranc Ciub, Duutth, has signed by Pat Fattrick, May 27 . Douclis most expensive show for Augician State Companies, Ducke Dorrell, Clifford Guest, Low, Hitle & Stanley, al-

Club Carnival, Mpls., Sets Name Policy

Nets Name Folicy
Minnespolis, May 3.
Ciub Carnival here is going in
for big name policy in consequence of the recent successful
Martha Raye engagement. It has
Mel Torme and Jean Carroll curlBorrah Minevitch's "Harmonica
Rascals" to follow. Other bookings
include the Ink Spots. Cab Calloway, Harry Richman and Sophie
Nitery will set a new local high
for talent expenditure during ensuing year.

suing year.

Soph's Boff Balto Date

Soph's BOIT Balto Date
Sophie Tucker wound up the biggest two weeks in moons for the
Club Charles here last night (Mon.)
with Mayor Thomas DeAlesandro
heading a list of celebs in a "farewell" party.
Towded in extra shows on both

weekends with the ropes up nightly.

Miss Tucker is set for a lengthy western tour. She starts at El Rancho, Las Vegas, Oct. 12, fol-lows with Ciro's, Hollywood, Oct. 28, and then to the Bal Tabarin, San Francisco, Nov. 22.

Zahl on U.S. Talent 0.0.

Books Client Evans For Palace, 'Toast' TV

For Palace, Toas! TV
Hymn Zahl, who heads his own
genery in London, arrived in N. V.
genery in London, arrived in N. V.
companying him on the Queen
lizabeth was Frank Pope (and
Mrs. Pope), chieft booker of the
lizabeth was Frank Pope (and
Mrs. Pope), chieft booker of the
Norman Evans, British comedia,
whom the Zahl agency represents.
Evans made his American bow
van tele show, "Toast of the Tour,
van the word of the Tour,
van the word of the Tour,
van the William Morthe Pope and Evans will entrain
the Pope and Evans will entrain
as a vacation, Zahl expects to like
up a couple of theatre dates and a
se varadio, tele shots for his client
home, he will set up a N. Y. branch
of his London agency, with Ivan
Moguil at the helm.

Lent Lynn set for Bismarck hotel, Chicago, July 6.



Currently EL RANCHO Las Vegas, Nev.



CHICAGO, Chicago igt.; Mark J. Leddy . Lean No. 48 W. 48th Street, New York



Television's New Singing Discovery

Barry Wood's "Manhattan Showcase"

This Tuesday (May 10th), CBS-TV, 7:45-8:00 Vaudeville - Cafes - Radio

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PLaza 7-0242

Thar's Gold in Them Tills as Coast **Exhibs Tee Return to Vaude Bills** citing, boxoffice upturn since turning to "real actors." The five weeks now embedded in the records are in houses operating on a definite week-to-week policy. Still more time is available spannotically as deluxers in the area book in "mame" to headline on a configuration of the second of the se

By MIKE KAPLAN

Hollywood, May 3.

st typiled by the return of six to the set, as typiled by the return of six to the set of t Hollywood, May 3

offing.

Sparking the vaude rebirth in these parts is the growing exhibitor realization that flesh-and-blood might be better than celluloid as a bait with which to lure prospective stub buyers from the fireside to the frontrow. Virtually all use secondrun film product and have noted a heartening, if not necessarily ex-



the Sleight-of-Handers."

ABEL, VARIETY MARCH 9th, 1949

MCA

Opening

WM. MORRIS AGENCY

CLINTON HOTEL 10th BELO

200 OUTSIDE ROOMS from 12 DAILY

SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
MIGH AIR CONDITIONS OF ALL THIS

Jay Walkers join the Buster Crabbe show in Pittsburgh this



Thanks to ED SULLIVAN

Currently NIXON CAFE Pittsburgh

LATIN QUARTER Boston, May 8th

BELLEVUE CASINO Montreal, Can., June 2nd

> PARK PLAZA HOTEL St. Louis, June 17th

Thanks to MILES INGALLS

MORRIS S. SILVER No. Wabash Bldg., ChiCHARLES TUCKER 17 Shaftesbury Av

VARIETY Clinton, N.Y., Drops Vaude, Too Confusing for Locals

100 tolliusing 101 tolcins Switch from Yiddish to American vaude at the Clinton theatre, on New York's lower east side, hasn't worked out and house dropped its flest policy Saturday dropped its flest policy flest area came into the house expecting area came into the house expecting area came into the house expecting and didn't dig the proceedings. House played five acts on splitweek policy, booked by the Al. & Belie Dwa gaency.

book in a "name" to headline on a new horder with lessers by the Australia of the control of the

available.

While the renaissance hasn't yet reached sufficient proportions to warrant another Gold Rush on the part of eastern talent, it is enough to encourage optimism among local performers most of whom are beginning to feel that history is repeating itself and that 1549—like 13497—mean new fortunes for

AGVA, Equity Win Delay In Pfeiffer's 'Unfair' Suit

Chicago, May 3.

Chicago, May 3.

Court action was deferred in \$350,000 damage suit filed by Juies Pleiffer, leigit producer, when conPleiffer, leigit producer, when contill May 9 to file answer to charges claiming conspiracy with American Guild of Variety Artists to prevent him from opening a north side bistro. AGVA has already filed a denial of charges.

Joe E. Lewis opens at Town Casino, Buffalo, May 23 and into Chase hotel, St. Louis, June 3.



Manny Opper

103rd Week llywood Show Loun Chicago

YOU MUST VISIT RAILWAY LOST PROPERTY hen in LONDON for Bargolas is irs, Fur Coats, Luggage, Travel TORIA STREET, S.W. L...

Grade Eves H'wood Names to Bridge Gap of London Palladium Dropouts

With the London Palladium; summer schedule hadty mangied stans, lew Grode London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting U. S. names Grode, London valued agent who specializes in spotting to the Palladium headache came from Jack Benny, Phil Harris, Andrews Sisters and Dinah Shore, all of the Work of Grode will op video the Palladium headache came from Jack Benny, Phil Harris, Andrews Sisters and Miss Shore bowde out because of the difficulty of getting coin out of the difficulty of getting coin out of the court. Stanta cancelled who should be the control of the Court House played five acts on spitBeile Dow agency.

Troupers Net 66

Via Cafe Benefit

Financial success of the first
benefit by The Troupers, female the special special spit and the special spit and the spit and t

Rose Murphy resumes Blue Angel, N. Y., May 10.



netal class for easy lianging. Use indoors or out. Complete set 26 FLAGS FOR \$13.95!

anteed.
HUGH CLAY PAULK Dept. F-8
813 No. Kensos Ave., Teneke, Kens.

Elisa IAYN

'The Latest in Dance Fashions'



Just Concluded 12 CONSECUTIVE WEEKS

QUARTER

NEW YORK

(Thanks LOU WALTERS)

Per, Mgt.: JACK KALCHEIM, 1775 Broadway, New York

Bill Miller's Riviera

GORT LEE, N. J.)
Danny Thomas, Vic Damone,
Betty Jane Smith, Judy Lynn,
Geoffrey Clay, Down. Arden Line
(16), Walter Nye Orch (11). Lecuona Cuban Boys (11); \$4 minimum.

Riviera, the classlest summer spot in the New York area, were you in the New York area, were you have you have

Vine Gardens, Chi Chicago, May 1. Lind Bros. (3), Ada Lynne, Ruth Day, Mel Cole Orch (4), Pancho Band (4); minimum, \$3.50.

and change his strategy at will for more potent results. Although he's still quipping about the plagarism of a certain member of his family according to the strategy of the s

worthy successor to his bartender please. Faye turns in her usual aphause-winning turn. Some tunes are familiar and her asides have been heard previously, but its mart material that stands uptimate the previously between the previously between the previously between the previously between the previously that the previously t

right for this show.

Another addition, Phyllis Claire,
has a tough time to Another addition, Phyllis Claire, sometimes has a tough time to overcome the surrounding production. Her outlines are energetic, inasculine style, but in other surroundings shed show up to better advantage.

Well, Don Saxon sings and stoogen with Miss Paye and Lester with good results. Ernestime Mercer and Penny Callow milms and singer, show up alcely. Jose.

Cafe Society, N. Y. Golden Gate Quartet, Ronnie Graham, George Shearing Quintet; \$2.50 minimum.

\$2.50 minimum.

Trio of acts on this fast-moving show provides solid entertainment that should please a variety of tastes. Golden Gate Quartet, a vetant was called back for encores: The Negro vocal foursome, one of the please of the please

Bill," and wind with rhythmic harmonizing on the classic, "About
Ben Adhem."

The monitor of the common is set by dwepiece combo of George Shearing,
bind British bandleader, because the nightery bis and
suppearance at the nightery bis me,
who discovered him at a London;
any session. Each instrumentalist:

"Hyans on vibes, John Levy on
bass, Denzil Best on drums, and
Chuck Wayne on guitar—is given
mostly—originals by Best and
Wayne, and lean towards bon,
mostly—originals by Best and
Wayne, and lean towards bon,
mostly—originals by Best and
Wayne, and lean towards bon,
whose background was completely
does a languid plane solo of Debussy's "Clair de Lune."

Romie Graham, comic, holding
rial, Accompanying himself at the
keyboard he does "Poor Unsubitrial, Accompanying himself at the
keyboard he does "Poor Unsubitrial, accompanying himself at the
keyboard he does "Poor Unsubitrial, Accompanying himself at the
keyboard he does "Poor Unsubitrial, Accompanying himself at the
keyboard in the swing of the comcitive lines, Routine on a day of
radio corn is standard, but drew
sattre also tickled them. Graham
and Shearing group are in club's
mad Shearing group are in club's
mad Shearing group are in club's
Golden Gater.

Sandowa (Tall, Phaeraix
Nearly 20.

Buth. Day, Mel. Cole Greh. (4), 10mBnar unus a zew years means a practice Bard (4); minimum, 330, does a languid plana solo of De-Pancho Bard (4); minimum, 330, does a languid plana solo of De-Pancho Bard (4); minimum, 330, does a languid plana solo of De-Pancho Bard (4); minimum, 330, does a languid plana solo of De-Pancho Bard (4); minimum, 330, does a languid plana solo of De-Pancho Bard (4); more and the plana solo of De-Pancho Bard (4); more and the Bard (4); more and the

Namaria Band" for solid response. Steele, Johnsy Matson. Don Kene's Ada Lyme is a comedienne who Ord. (7): coor. \$1.50.0. has the physical assets of another Ada Lyme is a comedienne who Ord. (7): coor. \$1.50.0. has the physical assets of another Ada Lyme is a comedienne who Part of the Part of

Cotillion Room, N. Y. (HOTEL PIERRE) Eric Thorsen, Sujata & Asoka; Stanley Melba and Ralph Lane bands; \$3 and \$4 minimum.

Sorries and the control of the contr

Cocoanut Grove, L. A. (AMBASSADOR HOTEL) Los Angeles, April 27. Frankie Laine, accompanied by Carl Fischer and Morrie Feld, Leighton Noble Orch (14); cover \$1.50-\$2.

Last summer, when the Amhabitation policy at the Coconaut Grove town straight band entertainment, of the construction of the c

No. 1 Fifth Avenue, N. Y. Fletcher & Sheidy, Hildegarde Halliday, Bob Downey & Harold Fonville, Hazel Webster; no min-

This lower Fifth avenue spot continues popular throughout the years with Corepwich Villagers, who have found its policy the personal properties of the perso

are notoriously low and the room is frequently used as a breakds in the control of the control o

Carmen Montoya, Joann Floria, Bob Fitzgerald, Sadie Banks, Mickey Freeman, Line (8), Joe LaPorte's Orch (5); \$2.50 mini-

LaPorte's Orch. (5.): \$2.50 minimum.

The Old Roumanian goes on giving value year in and year out under Jack Sliverman's operation, and the property of the pr

Havana-Madrid, N. Y. Carlos Ramirez, Trini Reyes, Raquel & Rolando, Kenneth Buffet, Lazaro Quintero Orch (10), Pancho Orch (8), Havana Madrid Lovelics (6); \$3 minimum.

The Old Romanian poses on the language of the Color of (b). Howen-Madrid core of the language of the language

New Acts

JANET BLAIR & BLACKBURN ROSE MURPHY TWINS as min.

Janet Blair, which is a state of the war. disk and radio for the state of the war. disk and radio for the state of the war. disk and radio for the war with the Blackburn Twins as a screen actress, now emerger with the Blackburn Twins as the state of the war. disk and radio with the Blackburn Twins as large and the state of the war. disk and radio for the war was a state also smart cafe stuff. Personable twins have been around also in pix and niteries. They recognize the state of the war was and the war Sincing-Dancing
25 mins.
Chicago, having made the Janet Blair, having made the Janet Blair, having made the Janet Blair, as a vocanist with Hail Kemp's orch and in recent years as a screen actress, now emerges of the Janet Blair, have been around the Janet Blair, have been around price the routiline where one of the boys minics his image in a mirror, sint with of Miss Blair as a screen action of the boys and the boys minics his image in a mirror, sint with of Miss Blair as a screen action of the boys and the boys minics his image in a mirror, sint with of Miss Blair as a screen and the screen action of the boys and some single ministry of the Miss Blair and "Always True To You In My Fashion" in State personality is warm and gown helping the fresh-booking yet might be seen as the screen as a screen a

FRAN WARREN

FRAN WARREN Songs 13 and 12 and 12 and 12 and 13 and 13 and 13 and 13 and 14 an

of show biz. Gaph.

BETTY BLACK
Controlleme
Controlleme
Glass Hal, N. X.
Just in from the Coast. Betty
Black opens with a ditty on the
Just in from the Coast. Betty
Black opens with a ditty on the
Black opens and direction from
Betts. The general idea is good,
to her secripter. Her freshness and
to her secripter.

Through does a slick juxtagostion
swain of a generation ago would
on it, and "Jarktown Strutters'
and the same of the secripter of the secrepter of the secripter of the secripter

CY COLEMAN
Plason
Le Perroquet, N. Y.
Cy Coleman looks like a find for
nitmeries. A planist with a classtead background, this teensfer dismelodic patterns, individualistic
loterpretation, and a mature styling.

Figure 1988 Mins.

Of Coleman looks like a find for influences. A planist with a class size blocksround, this teenster distribution of the coleman looks like a find for influences. A planist with a class of the coleman looks like pretain of the coleman looks like properties of the coleman looks like properties and properties and properties are large look well on his keyboard and frequently of the coleman looks likely his help of the coleman looks likely his help of the coleman looks and the co

GRAY & HESS

GAY & HESS
Thins.

Thins.

Gray & Hess are prisonable of the control of the contr

HAZEL MCNULTY

BAZEL McNULTY
Songs
10 Mins.
Line Single Mins.
M

MARION POWERS

MARION POWERS
Songs
10 Mine
The Reddie's, N. Y.
Talent is displayed by Marion
Powers for getting across a nicely
varied diet of songs. Mer force is
ed for her husky voices and sexy
delivery. Songierses embroiders
heading to the good, but at times
trans the risk of over-eneding.
Miss Powers' encover of "Cumruns, the risk of over-eneding.
Miss Powers' encover of "Cumpertinent and effective hip-slinging, is on the credit side of the
ledger. Playing down of the
teleger. Playing down of the
the smoothness.

the smoothness. Wit.

RICH & GBSON
13-Johne
10 Min.
Glass Hat, N. Y.
Boy-girl team does a neal four
Local team of the submitted
Lo

the lyrics straight and Ray gagging with a one-note guitar accompanient. Nardo clicks with one of his own songs and garners plenty with strong and pleasing, if not polished, voice. Pair is robust and fresh, but tightening up and slicker material will help. Bril.

MARIE COLLM

MARIE COLLM
Songs
3 Mins
Songs
3 Mins
Marie Collm is a singer with a
Continental background specialtizing in Preuoi trochies and cidtizing in Preuoi trochies and executere the customers interested.
Miss Collin frequently gets overdramatic, but it doesn't show up
flustavinates question to the drinking
disadvantageously to the drinking
tamospheric intimertes.

LEONNA HALL

LEONNA HALL
Songs
7. Mins.
Songs
7. Mins.
Ballad songstress is pretty much.
In the idiom of singer she follows
on same bill, Jean Martin, Which
on the both of the same she will
both are blonds, too.

Does such numbers as "Why
Waten Bourn" and "Sonsone to
Well of the same she will
having too much sameness for a
spot that needs livening up. Indispot that needs liv

LORETTE FOSTER

LORETTE FOSTER
Songs
8 Mins.
Control of the Management of the Mana

FRANCES WHITE

FRANCES WHITE
Taps
6 Mins.
The Eddies, N. Y.
Frances White has possibilities
as a tapster but hides her talent
with faulty routines. At the moment, there's an insufficient we
ment, there's an insufficient we
with further seasoning Miss
White should be able to add the
mecessary ingredients and ultimately become a standard item in
the cafe field. Wit.

Goldwyn Readies

centused from page 1
paring for production are "My
Foolish Heart." based on the
'Unde Wiggilp" short story by J.
Salinger, which ran in the New
'Unde Wiggilp" short story by J.
Salinger, which ran in the New
Andrews and Sugan Hayward,
'The Kage of Doom! from the Leo
Bardy novel for which Ben Hecht
lacident," being adapted by Bruce
lacident," being adapted by Bruce
Manning from the story by James
Grant, and starring Andrews and
Gigl Perreau, and 'Commenceand Joan Evalus.

Goldwyn Wiles a Remad
Hollywood, May 3.
First round went to Samuel
Goldwyn in his legal battle with
Mary Pickford in L. A. Superior,
court over the right to move various goods and chattles of the right of the read of the r

Goldwyn has not disclosed where he will move his sound studio or his other \$300,000 worth of goods and chattels.

VARIETY BILLS

WEEK OF MAY 4

n with bills below indicate op whether full or spilt week Letter in parenthesee indicates circuit: (I) Independent; (L) Locw; (M) Moss (P) Paramount; (E) RKO; (S) Stoll; (W) Warner; (WE) Walter Reads

Ruscil B. Maria Breddy B. Julia Preddy B. Julia Preddy J. Wang & Kaye Broadway (WR) & Forder B. Park Al. Norman Broad B. J. L. Maria B. Park Al. Norman Broad B. J. B. Hayden Lou Nelson Graziano Breat B. Blatte (I) & 4 only V. Hayden Broad B New York City Despite (L) 3 Experience (L) 3

3 Radio Ramblers
Adamson 3
2-14
Ye-14
Freeddys
Pitcheons
C Fredericks Co
Don Zelaya
Armad Guerre
Seals
AUBURN
AUBURN
AUBURN
CONTROL OF THE CO
SUITY & THOMAS
Pat Rooney Jr
2 Chords

rat Rooney Jr
2 Chords
BALTIMORE
Hippedrome (I) 5
The Szonyis
Viola Layne
And Hord Mark
The Pitchmen
Stete (I) 5-7
Bobby Dae & Babs
Sunny Fight
McFarland &
Brown
The Jenny Belly
Brown
The Jenny Brown
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Frances Lannford
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Jimmy Sack
Francis Whilmer
3 Loonies
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Pergy Ann Taylor
Spangled Beauties
Haymond Barry
Terry's Juveniles
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Millionalres Len Keols Johnny Lawson 3 BRIGHTON Sedrome (M) 2

the sheeter of the control of the co Quinlans Morey & Eaton 3 Edwards Bros Edwards Bros Dorothy Trice LONG BRANCH

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LONG BRANCH
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Kenny Noble

George, Bobwy
Eddie Gray

Eddie Gray

Shann Glenville

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Cabaret Bills

NEW YORK CITY

NEW YORK CITY

DOWN DIVENT OF THE PROPERTY OF

Capitol, N. Y.

Enric Madriguera Orch (17),
with Patricia Gilmore, Donald
Richards, Fred Samborn, Sibyl
Bouon, Lane & Claire; "Adventure
in Baltimore," reviewed in Variety
March 23, '49.

Richards, Fred Sanborn, Shillight Time and a miedley of average of the property of the propert

and satisfaction, good conception and keen satiric quality. Sanborn's panto and xylophoning are stand-ard laugh-provkers. It's a pixiesh act okay for any situation. Laine and Clare's novelty terping hits off neatly with this house.

Earle, Philly

Philadelphia, April 29.
Phil Spitalny's Hour of Charm
Orch; "Song of India" (Col).

Phil Spitalmy's Hour of Charm Orch; "Song of India" (Col.).

Phil Spitalmy's perfectionist style stands hir well in the presentation of his "Hour of Charm," the lands hir well in the presentation of his "Hour of Charm," the lands with the lands of the

names. The winner will receive will receive merchants.
Solo stints are plentiful in the spitaling recopy beginning with solid properties of the solid

Capitol, Wash.

Washington, May 1.
Marilyn Maxwell, Mischa Auer,
Suns, Al & Connie Fanton;
"Cover Up" (UA),

Similar interests or interest and the control of th

dett part of the act. Garner top returns with "Hindustan," "Co-cilia," troupes theme song, faves, filled Time and onling out recognition process pounding out recognition process pounding out recognitions. Sergen photographs 1 trails Mark.

Mandrake & Co., Keine Luke, Lewis & Ames, Pritcherd & Lord, Freddie Corione House Orch; "Kiss in the Dark" (WB).

Solid layout on tap this week

chord as well with the vaule, lass, and well with the vaule, lass. Tooped by the "show within a show" still of magico Leon Mandrake & Co., sace is smooth and active to the story from fine, emoces in pleasant manner, and in own soot pureys, acthonings of filmsters, worked around a mystery plot (eds. Scores with impressions of company of the story of the s

Lewis and Ames have been around for years, and their stuff seems as fresh as ever. Click neatly in crossfire routine for plenty laughs.

VARIETY From the Latin Quarter, Invades Spanish Harlem

returns with "Hindustan," Codillar, Trouge's theme song, "Twoing the Time" and a medley of faves,

"Twoing the Time", and a medley of faves,

"Twoing the Time", and the services of the care

"Twoshall a vibrant proof of the orashall a vibrant proof of the oradinary grosses at the two major

"Spanish Harlem

"Py 7058 COMEN

Invades Spanish Harlem

"Py 7058 COMEN

"Post of the Company of the Company of the Company

"Year of the Company of the Company of the Company

"Twoshall a many of the Spanish Harlem

"Two-

milest operation. It's a fast and colorful show in the best Walters tradition.

The bond trade-impressario is also tradition.

The bond trade-impressario is also trade one price basis as well. Although coping night brought standees at \$1.50 top, with the possible extended to the color of th

Oriental, Chi

"Diek Contino Shom," Horace
Heldt unit, with Contino, Jeanine
Melster & Eddie Kreig, Mystery 4,
Richard Olsen, Harold Peck, Don
McItodine, Richard Melari, Glee,
Piggoti, Tomny Check, Pepperattes
Across the River" (U).

Horace Heidt package needs heavy pruning and routining. As is, there's too much Dick Contino and too many acts, many with little professional value. In several cases

acts could do entores, but are not become of long with Finale vith square dancing and coll-back of performers might be okay for small houses, but creates to be provided the state of the long with the coll-back of the long with long wi

Unit Review

Borschtcapades
Portland, Ore, April 28.
Mickey Katz waude revue with
Dave Barry, Patsy Abbott, Pietro
Gentile, Sylvia Goldberg, Raasche,
Rickey Lane, Joel Kay, Mickey
Katz Katzenjummer Band (6).
At Oriental theatre, April 25; 36
top.

Mickey Katz's two-and-shalf-hour "Browked consider years and consider and the state of the state

of Winston Churchill and movie script skit.

Palsy Abbott tees off shows with her risque? Vidulin songs. Rickey still that goes over for plenty sing the still still still songs. Rickey still that goes over for plenty singuiths and applause. Sylvin Golds. Fast stuff is done on floor white still still

Palladium, London

Danny Kaye, Ted Ray, Great Alexander Troupe (8), The Dun-hills (3), Bobbie Kinber, Choca-lateers, Dorothy Gray & Brother, Zohra, Woolf Phillips' Skyrockets Orch.

Dainy Kaye, prime fave, here, and the yardstick by which all American acts are Judged, radiation and the property of the prope

rrom keen and excited vaudeville renthus-asis, many of whom had enthus-asis, many of whom had renthus-asis, many of whom had the responsibility of the responsibility. The eager and impatient audience was only too willing to appliant the artistry of his performance, his versatility and, above all, by the artistry of his performance, his versatility and, above all, by the artistry of his performance, his versatility and, above all, by the artistry of his performance, his versatility and the audience was enthrailed by numbers for his Palladium stint, and the audience was enthrailed by mence" and a gypsy number, but the rapturous applause came when he responded to yells for "Bailing the responded to yells for "Bailing the responsed to yells for "Bailing the response of the re

But without decrying the merits But without decrying the menus of the supporting artists, it was Danny Kaye's evening and it was he the audience came to see.

Myro.

Cinecolor-FC

Continued from page 5; Continued from page 5

proval. Some cross-holding of securities may continue, but on a
much lesser scale. The divorcement
cannot return the stockholders to
exactly the same position they held
before the merger because, among
other things, Alperson is not linterested in reconverting his shares.

other things, Alperson is not linetested in reconverting his sharet to give him ownership or managed to give him ownership or managed to the spilitup of the companies of the basis that FC is now moving linto the black side of the ledger. They feel they are entitled to the spilitup of the companies of the basis that FC is now moving linto the black side of the ledger of the ledg

The control of the co

All Love's Labor Lost as Farrell Finally Calls It Quits on 'Love'

After pouring money into "Allefor by Farrell is finally heaving in the sponge. The millionite coproducer and theatre owner posted final closing the coproducer and theatre owner posted final closing to the coproducer and theatre owner posted final closing to the coproducer and theatre owner posted final closing to the coproducer and theatre owner posted final closing to the coproducer to the coproducer to the coproducer for the industrialist-angel has a change of heart, but that is a produce force this summer. They change of heart, but that is a produce force this summer. They change of heart, but that is a produce force this summer. They change of heart, but that is a produce force this summer. it the industrialist-angel has a change of heart, but that is believed unlikely.

fleved unlikely.

Closing of "All For Love" still leaves Farrell with the huge Helinger theatre on his hands at the lack point of the season and without any prospects of a new booking. Although detailed figures aren't available, the producer-financier is estimated to have lost over \$2,00,000 thus far on his theatre and show operations.

With an estimated operating nut

over SALDONOV UNITED THE STATE OF THE STATE it down to make a fight to keep "Love" running in an attempt to build a public for it. Meantime, contracts have been signed with the Shuberts for "Miss Liberty" to go into the Imperial, N. Y., after a tryout in Philadelphia.

Unlisted Investors Share in Producers Slice of 'Liberty

Although why Roberty
Although why Roberty
Although why Robert E. Sherwood, Iroling with and Moss Hart
will nominally be backers. "Miss
Liberty" three equal slices of the
their forthcoming musical." Miss
Liberty" three equal slices of the
their forthcoming musical. "Miss
Liberty" three equal slices of the
with numerous small, unlisted investors. Berlin will give portions
of his interest to his three daughsociates, Hart will share his piece
with his brother. Bernard Hart,
and Joseph M. Hyman, George St.
wood will farm out chunks to other
Playwrights' Co. members and to
the firm's regular backers.
Wood will farm out chunks to other
Playwrights' Co. members and to
the firm's regular backers.
Sherwood will farm out chunks to other
Playwrights' Co. office is being used as production headquarters and the firm's
to be firm in the show will list
Shermood to be being used as production headquarters and the firm's
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Circle's Ofay 'Lucasta'

Philip Yordan's "Anna Lucasta" will be yordan's "Anna Lucasta" by Circle, Players. Script originally dealt with a Polish family. Shelley Winters will play the title role in the all-will play the original version with Richard Company. "Anny "Anny "Anny Lucasta" will be you have you have been a support to the play the play the play the yordan's players. The players will be you have been a support to the yordan yorda

New Poughkeepsle Group

Poughkeepsic, N. Y., May 3.
Three Saints Productions, new organization, has announced plans to present a year-around series of plays and musicals in Poughkeepsie and other eastern New York cities under local sponsorship of Catholic youth units:

chores on "My L. A." topical local revue which William Trenk will produce here this summer. They replace Johnny Green, who was forced to bow out due to pressure of assignments at Warners.

of assignments at Warners.
Revue is based on Matt Weinstock's book of the same title, and
Trenk plans it as a long-run local
offering. If highly successful, as
second company may be sent east
but producer's basic plan is for local showing only with sketches
changed at regular intervals to
maintain freshness.

Tix Brokers

Full-scale probe of the ticket scalping situation on Broadway was launched yesterday (Tues.) by N. Y. Commissioner of Investigations John M. Murtagh. Subpoenas were issued for about 31 ticket brokers, with indications that boxoffice men, house and company managers, producers and theatre owners were be called next.

Understood the investigation by the New York City official is not the New York City official is not related in any way to the reported probe of the "ice" situation by internal Revenue agents, or the same department's continuing checkup of admissions tax payments. Murtagh's investigation is aimed at uncovering possible violations of the New York ordinance. eners. Murtagh's investigation is aimed at uncovering possible violations of the New York ordinance limiting the premium on theatre tickets to 75c each. Talk of wholesale violations of the law have been rife on Broadway for months.

been rife on Broadway for months.
The Investigation Commissioner's sudden action on the theatre
itcket situation is seen as a more
or less open blow at the License
Commission, which has jurisdiedlon
over ticket agencies. Presumably
Murtagh obtained clearance from
Mayor William ODwere before
launching the investigation.

launching the investigation.

Subpenas served on brokers
yesterday are returnable Friday
morning (6). Agencies for whom
morning (6). Agencies for whom
McBride's, Turf, Supreme, Capitol,
Joseph J. Newman, Abe Miller,
Henry's, Newman, Bollywood,
Broadway, Webb, Ziegler, Metro,
Grade Webb, Ziegler, Metro,
Tyson & Co., Tyson United, John
Ahearn, Acane, Johnny's, Jack
Root, Sol Subber, Gus Marrow,
Green's Jack's, Beckhardt's, Aleck
ander, Hickey, Louis Cohn, Miller
and Phil Rosen.

LEGIT CHOREGRAPHERS ADMITTED TO EQUITY

Actors Equity has accepted the, bid of the legit choreographers to be admitted fin to the union. It has been seen that the control of the legit choreographers had submitted for inclusion in the next contract with the League of N. Y. Theatres, covering pay and working conditions for the dance directions. Matter is now subject to concern the control of the control o sultation between members of the new group and Equity officials.

Application to the union was made by a choreographer commit-tee last week including Helen Tamiris, Hanya Holm; Michael Kidd and Jerome Robbins.

'Heart' for Omaha Omaha, May 3.

Bergner's European Tour

Elisabeth Bergner begins a Con-tinential (our next month), edited and reading excerpts from parts and reading excerpts from parts which has already been guaranteed 40 nights, will include visits to Austria, Germany, Switzerland and the Lowiands. This marks Miss Bergner's return to German-lan-ter and the control of the control of the Search (1998) and the control of the control search (1998) and the control of the control of the Search (1998) and the control of the control of the Search (1998) and the control of the control of the Search (1998) and the control of the control of the Search (1998) and the control of the control of the control of the Search (1998) and the control of the control of the control of the Search (1998) and the control of the control of the control of the Search (1998) and the control of the control of the control of the Search (1998) and the control of the control of the control of the Search (1998) and the control of the control of the control of the Search (1998) and the control of t

She left. Germany for England in 1933 and in 1939 came to the U.S., where she has appeared both in films and on the stage.

Happiest Years' Drops Only 25G In

Despite stiff losses out of town and on the brief Broadway run, plus various unexpected expenses because of union regulations, the production of "The Happiest Years," which opened and closed last week at the Lyceum, N.Y., instead of the control o

larly for a fion show.

Gertrude Major, the producer, originally estimated that she could do the Thomas Coley-William Roerick comedy for under \$20,000, including a prospective loss of around \$5,000 on a road tryout, however, the show went into the red for almost \$5,000 in two weeks in Boston, and the week's stand on Broadway dropped another \$5,200. The production's 51 backers, and the standard of the production's 51 backers.

The production's 51 backers are liable for a 25% overcall, so Miss liable for a 25% overcall, so Miss Macy could almost get into the clear personally by calling for this extra coin, but she prefers to cover the over-budget expense out of her own pocket. She had already declined to make any provisions for paying herself a salary as business manager on the venture.

Original tentality budget for the

manager on the venture.

Original tentative budget for the show came to \$14,250, excluding tryout loss. Even after running into several unexpected union restrictions that raised preliminary expenses the production cost only strictions that raised preliminary expenses, the production cost only \$10,500 to take out of town. First week's receipts in Boston were \$5,400 and the loss \$3,368. Second week's gross was \$4,805 and the loss \$3,707, parily-due to a cut in the theatre lems granted by Lee Shubert. Additional expenses in the theatre lems granted by Lee to the control of the state of the

weeks.

Cost of bringing the production into the Lyceum was around \$25.00 of which the theatre paid around half. Advertising expense was about \$43.00 for the show and \$700 for the theatre. Gross for the week was \$4.00.250 including around \$2.000 on the premiered, of Company expense for the week was around \$5.000 pins about \$2.00 to remove lighting equipment, etc. to remove lighting equipment, etc.

Company expense for the week was around \$5000, plus about \$200 to remove lighting equipment, etc.

Breakflown of the preliminary budget, comparing the actual cost, with Miss Mary's original estimates, includes the following: distincted \$15,000; designer, \$1,000 cestimated \$75,000; cestimated \$75,000; props, \$222 cestimated \$74,000; props, \$222 cestimated \$74,000; costumes, \$12,79 ies \$1 m at ed \$1,500; press,gent, \$400 cestimated \$1,000; costumes, \$12,79 ies \$1 m at ed \$1,500; press,gent, \$400 cestimated \$1,000; costumes, \$12,700; stage manager, \$450 cestimated \$500; stage manager, \$450 cestimated \$1,500; stage manager, \$450 cestimated \$1,500; \$100; stage \$1,000; cestimated \$1,500; stage \$1,000; cestimated \$1,500; cestimated \$1,5

Picon for 2d Ave.

with any unions.

First roadshow of 1949-50 legislation seems in the world-Herald commands by the World-Herald is the Ward-Herald will be "Hasty Heart," directed by Margalo Glimore.

World-Herald, encouraged by 3 Loobson will operate as a 'tiedish' tress Mine,' is determined to swell tress Mine,' is determined to swell.

Theatre Guild Drops Subscriptions In South; Snarl on Refund Demands

Leo Carroll Heads Scholarship Group

Leo G. Carroll is in charge of the selection this year of young I Sus and in the superared both in Rims and on the stage.

Happiest Years

Drops Only 25G In

Unhappiest Week

Unhappiest Wee

Extra Doormen Sought for Hits

Employment of an assistant ticket-taker at theatres. In which smash hits are playing will be Employees Union. Local B-183. In tis next contract with the League of N. Y. Theatres. Present pact expires at the end of August and during the summer.

Situation at the Malestie. N. V.

during the number. Substance is the Majestle, N. Y., where "South Pacific" is playing to stander trade all performances, has brought the need for a second-tick-ticket to a head. Attendance tends to jam the outer bobby and sidewalk around curtain time. This is particularly inconvenient to particular the major the particular than the

trons arrying at the last minute of vance.

As at other theatres where heavy vance to clog the lobby, the house manager or some other star detends to clog the lobby, the house manager or some other star decided to the lobby th

BOB HUTTON QUITTING 'ADAM' IN CHICAGO

ADAII IN CHILANU
Bob Hutton, lead in "Mr. Adam
at Blackstone theatre, gave notices
week, so he could return to Hollymood and a pic deal with Columbia.
Hutton's departure. May 11, has
ment, with little success so far.
Bill Terry of "Big Knife" was approached but Terry nixed orger
last minute. Lead will probbre
land, a smart, according to Krikland.

last minute. Lead will probably not be a name, according to Kirkland.

The control of the contro

ing its subscription setup next season in the south, except for Rich-mond. Instead, it is proposing the establishment of a Theatre Gulld - American Theatre Society Playgoers Assn. This would have Playgoers Assn. This would have no subscribers but would maintain a mailing list forsahows booked into the remaining five cities by all managements during the season. Idea is to encourage the routing of touring companies through the south, so a subscription setup can be revived in the area at a future

Reason for dropping the sub-scription setup for 1949-50 is that a large portion of the subscribers have demanded refunds for the two shows not forthcoming out of the promised schedule of four this seapromised schedule of four this season. In calling for refunds, instead of being willing to apply the most proper of the property of the proper

cancelled.

Cities in which the subscription program is being dropped are Atlanta, Dallas, Pt. Worth, New Orieans and San Antonio. These, plus Richmond, were hadded to the subscription like mily last season, such that the subscription like high last season, such that the subscription like high last season, such that the five spots, plus about 1,700 in Richmond. 11s fagured about 5,000 "members" can be obtained in each town for the Theatre Guild-American Theatre Society Playpores Continued on page 520

Milton Shubert Gets P.A. Post for Shuberts: Plan Memorial for Greneker

Milton Shubert has been appointed director of public relations for the Shuberts, succeeding the late Claude Greneker. The son of a sister of Lee and J. J. Shubert, he has been a member of Shubert, he has been a member of the Shubert theatre and production staff in New York for about 25 years, as has his cousin, John Shubert, son of J. J. "Commander" Milton Shubert, as he is known to the staff, will retain the title of assistant to president Lee Shubert, Although he is not a member of

sasistant to president Lee Shubert.
Although he is not a member of
the Assn. of Theatrical Press
Agents & Managers, the appointment of Milton Shubert apparentty has no union angle. It's pointed out that unless the Shuberts
ATPAM-League of N. Y. Theatres
contract requires them to hire a
tunion p a, they do not have to
employ anyone in such a category,
or may have an "outside" one if
they choose. Purcher, if and whan
presumably be under the supervision of Milton Shubert.
The Shuberts intend to erect a

The Shuberts intend to erect a memorial to Greneker, as "found-er" of the firm's press depart-

Sennett Settles On 'Shoes' Out of Court Los Angeles, May 3.

Mack Sennett made an out-of-court settlement of his \$250,000 damage suit against Monte Proser and Joseph Kipness, producers of the current Broadway stage must-cal, "High Button Shoes." Sennett, charged the defendents with using his name without au-thorization. He received a "sub-

Bea Lillie's Mink Pilfered

COOKSEY INTO 'ALLEGRO'
Chicago, May 3.
Curtis Cooksey will replace Walr room here while the English, come to a purpose of the Company of 'Allegro' May 6.
Company of 'Allegro' May 6.
USA.' at the Florage was victim will also drop Vedeneday mathers of an inside job Garment was infor Sunday night performances.

Strawhatters Squawking at Upped Royalties for Recent B'way Hits

Strawhat operators are up in arms over a move by several play agents to increase the usual royalty schedule for stock rights to certain recent. Broadway hits. Some of the rural shownen are retuining to book the shows, while others are apparently quietly dickering for better the to present the plays in question, even at an increased royalty. plays in que

the state of the s

not to book "Helress" at more than the regular, scale-ting last week the Summer Stock Managers Assn. At its regular meeting starbust and the summer Stock Managers Assn. regulations governing strawhar regulations governing strawhar maphoyment. The session was also marked by a protest voiced by Guy Brand and the starbust and the

Recener in 'Amphitryon'

Bergner in 'Amphiltyon' Elisabeth Bergner, for whoman Glraudoux originally wrote 'Amphiltyon' 38," will guest-star Falmouth playhouse at nearby Comanessett late this summer. S. Behrman's adaptation of the play was done on Broadway some years ago by Aifred Lunt and Lynn years ago by Aifred Lunt and Lynn

years ago by Alfred Lout and Lynn
frontanae. He we thate's schedule to Sir Cederic Hardwick's first
strawhat appearance, as star in
"Winglow Boy." The week of July
strawhat appearance, as star in
"Winglow Boy." The week of July
season July 1 in "Private Lives,"
with Denild Cook, and Helea
season July 1 in "Private Lives,"
with Denild Cook, and Helea
season July 1 in "Private Lives,"
with Denild Cook, and Helea
Season July 1 in "Private Lives,"
with Cook and Helea
Lives and Lives and Helea
Martin Ritt will be resident star
Gundhach will be seene designer.
Addreid is operating the spot
Bouse at Dennis.

Sircom Quits Youngstown Sircom Quits Youngstown, May 3, Arthur Sircom has resigned as director of the Youngstown playhouse, local little theatre grouphouse, local little theatre grouphouse, local little theatre grouphouse. The process of the Cape playhouse. Stager's exit from the local outfit was in protest over being called whom he described as having no talent. Season has been the most successful in the group's history, can be business of a new \$250,000 theatre.

West Newbury's 16-Wk. Season
West Newbury's 18-Wk. Season
West Newbury Mass. May 3.
West Newbury Mass. May 3.
Priedgan, start as 10-week season
Friedgan, start as 10-week season
ment is latensifying its campaign
ment is latensifying its campaign
or subscriptions and theatre parties in order to offset an expected
sulf from the unemployment of
25,000 people in the nearby town
of Lawrence.
Did God with the season of the plays to be
put only the season of the plays to be
did only the resident company
are "Home of the Brave." "Arms
and the Man," "The Heriess" and
Two Cam't Take it Wilth You," DiVisco Cam't Take it Wilth You," DiLifson.

White Barn Starts, June 18
Pittsburgh, May 3,
White barn theatre, local straw-hat, will open its second summer, essent June 18 and run through-middle of September. It'll be comanaged again by Carl Low and be redden inembers of the commany.

Norma Winters and Darby ings.

Norma Winters and Darby ings.

Minkley, in troupe last year, are returning again. Norma Connolly
(Susan Joyce), who made a big hit
as the Angenue a summer ages,
won't be back since she's undersudding May Weleh in touring
atter to serve substeps summer the
section on acting at the National

Texture State Univ. summer theatre; Frederic G. Waish (NJ.

Gaithhur: Gateway Stock Co.;
John Richards (E).

TEXNESSEE

Gaithhur: Gateway Stock Co.;
John Richards (E).

Winking

Texture State

Texture St

for another character man, too, in-asmuch as Donald McClelland is still in "Light Up the Sky."

still in "Light Up the Sky."

Porterledds Plans
Abingdon, Va., May 3,
Plans are currently under way
for a unit of Robert Porterfields.

The state of one state of the state of

day eves.

Brenda Forbes Theatre Delayed Chicago, May 3.

Brenda Forbes' summer theatre.

Brenda Forbes' summer theatre.

In a curling tink housed in a quonient but on Chis northshore, will probably have to wait until 1948-50 seams before cetting at very the control of the required \$80,000 has been pledged, construction problems delayed the project, with no substitute playhouse found as yet.

tute playhouse found as yet.

Hoboken, Strawhat
Hoboken, May 3.

The Rialto, winter legit house here, will operate as a strawhat
ment of William Hunt. House will employ an all-Equity resident comty tuest taxis.

The 1,000-seater will open June
Ty with a \$1.90 to during the week
day eves. Patricia Gilney will be
general manager, with other
posts, including the resident company, undecided as 2.26.

"Split' for Peterborough, N. H., May 3.
"Split' for Peterborough, N. H., May 3.
"Bilthe Spirit' is scheduled as the opening bill of the Peterborough Players' to-week season bettons are under the supervision of Edith Bond Sterns, and will include "All My Sons." "Years Ago and possibly an original musical and possibly an original musical.

Bernard Weich will handle the section and Paul Burtelson the section and Paul Burtelson the

Finish Albany Seasen Albany, May 3. Malcolm Atterbury closes a 26-week season of winter stock at his playhouse here Friday (6. Among the plays presented, each for two weeks, were "The Barretts of Wim-"On Borrowed Time." "Dear Ruth" and "Kiss and Tell."
A resident Equity company was employed.

Stock Plan for Mentor, Ohio.

This viella Mentor, O., May 3.

This viella Mentor, O., May 3.

This viella Mentor the center of t

Spence Out of 'Song'
Pittsburgh, May 3.
Wilma Spence, who was to have
co-starred with Lawrence Brooks
in 'Song of Norway,' opening
of June 6, has been forced to box
out of commitment. She's to be
come a mother. Doreen Wilson
Will play the role instead. Gothers set for the cast include
Others set for the cast include
Others set for the cast include
Joseph Macuelly, Robert Bernard
and Maria Svetlova.

Rich's Lafayette Stint Estaton, Pa., May 3.
Eddie Ration, Pa., May 3.
Eddie Ration, Pa. May 3.
Eddie Ration Music Hall, at Clinton, N. J., near here, will bring be company to the Little Theatre at the company to the company appear there Monday evenings.

VARIETY cational Theatre Assn. in Chicago Association is composed of about 2,000 college and civic theatre di-rectors.

"Modiste' for San Antonio
San Antonio, May 3.

"Madamoiselle Modiste" will
open 23d season of light opera in
the Sunken Garden theatre here
June 10.

Sponsor is the San

June 10. Sponsor is the San Antonio Civle Opera Co.

Strawbat Jottings

Chapel Playhouse. Guillord.
Conn. stata a mosen opens. his
Coreenbush Summer Theatre. Blauvell. N. Y., June 21 with "One
Greenbush Summer Theatre. Blauvell. N. Y., June 21 with "One
director of the Memphis (Tenn. of the production are three original
plays. Victor Morley producer,
director of the Memphis (Tenn. of Song of Norway" as the opening
bli), June 27, to be followed by
"Naughty Marietta." "Gypay
duction guidance of Charles F.
Cophina June "With The Chocolate Solder" and "Night Must Fall.
Claude Horton will operate the
Show Off" and "Night Must Fall.
"Claude Horton will operate the
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"The Show Off and "Night Must Fall.
"The Must Fall

Added Strawhats

The following summer theatres, not previously listed, will operate this season. Equity - franchised spots are designated (E) and non-Equity (N). This brings the total number of strawhats to 176 so far.

CONNECTICUT

Brookfield: Nutmeg Playhouse
Leon Michael, 2 W. 86th St., N. Y.
(E).

(E).

KENTUCKY

Louisville: Iroquis Amphitheatre; George Gans, Maurice Settle (musicals) (E).

MAINE Harrison: Deertrees Robert H. Harris (E)

MASSACHUSETTS
Martha's Vineyard: Rice Piay-house, East Chop; Franklin Trask, Plymouth, Mass. (phone, Plymouth 3349) (E)

Chatham: Monomoy theatre; Mary B. Winslow (E).

Mary B. Winslow (E).

MICHIGAN
Ann Arbor: Drama Season;
Lydia Mendelssohn theatre (E).

NEW HAMPSHIRE
Concord: St. Paul's school; Nick
Wandermacher. (N).
WW JERSEY
Hoboken: Rlaito theatre; William
Hunt (E).

Hunt (E): Lake Hopatoong: Lakeside the atre; Hannah Grad Goodman.

atre; Hannah Grad Goodman.

NEW YORK

Chatham: Crandell theatre; C.
Dayton La Pointe (E).
Dayten La Pointe (E).
Paretteville: Pamous Artists PlayVadeboncovir (E).
Watkins Glen: Summer theatre;
Charles Deane (E).
Woodstock: Woodstock playhouse; Michael Linenthal (E).

OHIO

Bowling Green: Bowling Green
State Univ. summer theatre; Frederick G. Walsh (N).

Inside Stuff-Legit

Protest against the action of Anthony B. Farrell, co-producer and backer of "All For Love," in hiring a special train on the New Haven to bring Connecticut playspoers to see his revue, was made to the rail-road by Samuel J. Friedman, press agent for "Lend an Earl", not by the latter show's producers themselves. William R. Katzell, one of the didded, "There are certain portions of the show ('All for Love') which I enjoyed very much."

I enjoyed very much."
Friedman besteed to the railroad on the ground that Farrell's special train might be confused by the public with one of the "Show Traing" scheduled by the New Haven for Broadway hits. One of the "Show Trains" brought playgoers to last night's (Tues.) performance of "Ear."
Friedman feared Farrell's train might put a chill on the whole "Show

Freeman feature Farteris train inight put a citil of the Whole "Show Train" scheme. According to Sam Boyer, a vice-president of the New Haven, the Tailroad must provide a special train for anyone who pays for one. He added, "We expect to run our Show Trains' once a month, and we will continue to operate these trains in connection with established suc-

cossess."
It's figured another situation involving a privately-chartered spetheatre train probably won't arise again, as no other producer of unsuccessful show could afford to hire one.

The growth of the American National Theatre & Academy, parallely the Arts Council of Great Britain in its formative stages, except that ANTA is operating without subsidy, whereas the Arts Council is financed by the British government. That observation was made by Basil Deans, Bagilha author-flure-tor-producer and former head of ENSA, the British wartime entertainment organization which was the fore-According to Dean, theatre production has boomed in Great Britain under the Arts Council program, with relatively little cost to the government. The great lack, at present, is sufficient new scripts, but new playwrights will develop in response to the opportunity, he believes, the London showman sirrugs of criticism of the Arts Council with the International Council Cou

Indication of the bitterness of the rivalry between Minneapolis and St. Paul is seen in the violent reaction to recent reports in Vaturabout legit grosses in the two cities. An extreme case-was a column several weeks ago by Paul Light in the St. Paul Pioneer Press, attaching Les Rees, Vaturry's correspondent in Minneapolis, for 'writing smear stories about St. Paul.' According to the column, "Vaturry Apparently the columnis has missed other bo. stories from Rees, for various of these have reported poor grosses for certain shows in Minneapolis and stable gross for certain shows in St. Paul. And Light failed to mention a Page 1 story in Vaturry the day before his column appeared, under the heading, 'Mis. Fears It's a 'Lost Hortom' for Legit Shows.' The piece carried Rees's byline and a Minneapolis dateline.

"Death of a Salesman," recipient of the N. Y. Drama Critics Circle award as the best play of the season, received further kudosing in current issue of Fortime magazine in review by A. Boward Fuller, and the control of the season, received further kudosing in current issue of Fortime magazine in review by A. Boward Fuller, from a salesman's point of view, noted that the central figure of Willy Loman not only represents the salesman as a class, but in a "deeper, psychological sense, he is Everyman who finds he must create another psychological sense, he is Everyman who finds he must create another psychological sense, he is Everyman who finds he must create another psychological sense, he is Everyman who finds he must create another in the sense of th

When a large bat swooped down from the loft during the first set of a performance of "O Mistress Miller" at the Texas theatre. Son Antonio, recently, Stylvia Sidney fled in terror from the stage. The show was subsequently resumed and continued without further interruption, as the bat didn't reappear. However, the actress and other members of the cast remarked jittery for the balance of that and two more performance of the stage of

the cast remained jittery for the balance of that and two more per-formance in the house.

On the house is measured that the performance is the house and auditoriums, but they normally don't fly around when the houses are occupied and lighted. In many such spots employees equipped with nets on long bamboo poles regularly conduct formy against the invaders.

Samuel J. Friedman, whose stunty exploitation as special press agent was credited with boosting attendance for "At War With the Army," at the Booth Inseate, N. V., has been dropped by the management since the study of the stud

Therer cuild last week sounded out Joe E. Brown about replacing Jose severe in the Whitele when latter leaves the Broadway hit in few weeks maker whitele when latter leaves the Broadway hit in few weeks maker with the property of the weeks as expert to read in Pittsburgh, where he was appearing in "Harvey" at the time. Comic's closing in that show end of May would concide with departure of Ferrer for the Coast. Brown confided to Hollwood and didn't think he'd take up the Cuild no matter how attentive the offer.

Recent showing of Ballet Russe de Monte Carlo at Erlanger, Buffalo, resulted in plenty bad will for the house. Troupe was scheduled to de woo shows, Sunday afternoon and night, with matines skedded for 3 was a few of the school of the ballet and rehearsal resulted in public being kept outside the theater long past starting hour.

Show-of-the-Month has booked "Madwoman of Chaillot" as its June selection, the finale for its season. Outfit is also offering patrons seats at a discount for "Born Yesterday" (20% off), "Love Life" (20%) and "As the Girls Go" (5%).

John B. Kelly's 1st Play

Philadelphia, May 3.

John B. Kelly, local politician, former Olympic rowing champion former Olympic rowing champion and brother of dramatist George A Kelly, has authored his first play, With the amateur Philopatrian Theatre to Guild will present May 19-21 at aver St. Edward's theatre here. Piece lest conscibed as an anti-Communist 24 conscibed as an anti-Communist 24.

Another brother was the late N. Watter C. Kelly, who headlined in sine yaudeville as "The Virginia Judge." ing.

Actors Fund to Meet

Actor's rune to infect
Actor's fund of America, now 87
years old, will hold its annual
meeting in New York May 20.
Waiter Vincent, he organization
distributed approximately 2600 to needy the person during 1846. As
expressions are currently in the
24 persons are currently in the
Actor's Fund Home in Englewood,
N. J. There have been 30 houd,
insection to the rune of the control of the rune of the control of the rune of the r

Total Broadway Grosses

The following are the comparative figures based on VARIETY'S

last season:	a did the corresponding week of
****	This Last
	Season Seaso
Number of shows current	27 27
Total weeks played so far by a	shows
Total gross for all current sho	s last week \$629.800 \$565.000
Total season's gross so far for	l shows\$26,745,400 \$26,481,500
Number of new productions so	ar 63 58

'Allegro' \$25.800. 'Finian' 24G. 'Roberts' 221/2 G. San Carlo 59G. Chi

Chicago, May 3.

First week of daylight saving time nicked legit despite sunny weather. General drop was felix saving weather was saving was made and the saving was savi

week) (1,500; \$4,94). Heater count unberriptions helped increase. Dkay \$25,800. "Finlan's Rainbow," Shubert 13th week) (2,100; \$4,94). Continues downward. Needs around 220,000 to break even; n.s.g. over 124,000. Adam." Blackstone (2d. 1996).

\$2,000.

"Mr. Adam," Blackstone (2d week) (1,338; \$3.80). No notices posted, but not faring profitably; maybe \$7,500.

"Mr. Roberts," Erlanger (33rd week) (1,334; \$4.33). Still excellent \$22,500.

\$22,500.
San Cario Opera Co., Civic Opera House (1st week) (3,800; \$3,71). Closed Sunday (1) after 10 performances. Fine \$59,000.

'OKLA!' STRONG IN PORTLAND, ME., 35G

a UNI LANUP, III., JOH No. Orthand, Me., May 3. No. Orthand, Me., May 3. No. 1 company of "Oklahoma!" grossed almost \$35,000, strong, last week at the 2,200-seat State here, Worcester, Mass. Last time Fortland enjoyed com-parable engagement was 1981. visit of a "Student Prince" company at the now-raced Jefferson theatre.

'Brigadoon' \$35,000 For Fine Detroit Wk.

Detroit, May 3.

Both the Cass and the ShubertLafayette are dark this week. The
Cass will reopen May 9 with "Inside U. S. A." The Shubert remain dark for at least another

"Brigadoon" drew an excellent \$35,000 last week, upping the gross for the fortnight's run to \$72,500.

'Okla!' Neat \$24,800 In St. Louis Repeat

"National St. Louis Repeat
St. Louis, May 3.
"Oklahoma?" rang down the curtain of the local 1984-64 Season at
the American the theatre Saturday
(30) with a neat \$24,800. Musical,
scaled to \$4,27, played eight perfour salts to this burg. The
last was

1 two-week stand in
November.

ovember.

Season was shortened by two
ceks due to inability of Manager
aul Beisman to book "Make Mine
anhattan" and "Inside U. S. A."
The American.

Ready Coast Musical

Heady Coast musical
Legit musical "By All Means" is
beling centide there by Arthur Pleaform of the productions and the productions. Please worth under the banner of Cable
worth under the banner of Cable
roductions. Please of the productions and productions. Please of the
The Fighting OfFynn' at UniThe Fighting OfFynn' at UniThe Fighting OfFynn' at UniThe State of the Production of the Cable
It is an Francisco to adopt
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Shows in Rehearsal

"Miss Liberty"—Robert Sher-wood-Irving Berlin-Moss Hart. "Respectful Prostitute" and "Hope Is the Thing" (road)—Las-sor Grosberg and New Stages.

'Ice' Record 118G. L.A .: 'Cheek' Folds in Red

Los Angeles, May 3. week, with the same tow this week, with week, with the same tow the "Blackouts" still alight a EL Copian. Also in town is "ee Capades" at Pan-Pacific, which racked up a new record gross last session, but L. A.'s other standard legiters are dark.

"Tongue in Cheek' shuttered at Las Palmas Saturday (30) after six weeks, grossing total of \$35,500. Musical earned back about one-third of its production cost during that the control of the cost of

"Blackouts of 1949," El Capitan (358th wk) (1,142; \$2.40). Slid slightly to \$16,500.

should be \$16,500.

"Icc Capades of 1949," Pan Pacific Aud (2d. wk) (6,150; \$3,600.
Wow \$118,000, best any of 1,500.
Harris' blade editions has ever
the state of the state

Current Road Shows

(May 2-15)
Allegre" - Gt. Northern, Chi.

"Allerro" - Gt. Northern, Chl. (2-15).

"Annie Get Your Gun"-Music Hall, Houston 13-5): Texas, S. Antonio 16-8); Conv. Hall, Tulsa (19-14).

"Blackouts of 1949"-- El Capitan, L. A. (2-15).

"Blackouts of 1949"-- El Capitan, L. A. (2-15).

"Tornio 2-7); Colonial, Bost. (9-15).

"Blackouts of 1949"-- Muraf, Indips. (2-17); Conaba, Gunhai 6-11); KRNT, Dr. (1948).

"Gayden" - Plymoith, Bost. (1-15).

"Gayden" - Plymoith, Bost. (2-7).

"Without Manager Capitan, C

(2-7). "Great Waltz" — Curran, Frisco

"Great Walts" — Curran, Frisco.
2:71.
"Harvey" (Fay Co.) — Virginia, Wheeling (3). Weller, Zanesville (Meeling (3). Weller, Zanesville (3). Weller, Zanesville (Meeling (3). Weller, Zanesville (Meeling (3). Weller, Zanesville (Meeling (3). Weller, Zanesville (Meeling (3). Weller, Zanesville (3). Weller, Zanesville (Meeling (3). Weller, Zanesville (3). Weller,

(2-15).
"Mr. Roberts" — Erlanger, Chi.
"Mr. Roberts" — Erlanger, Chi.
"O. Mistress Mine"—Aud., Jackson (2); Aud., Memphis (3-4); Temple, Birmingham (3-6); Aud., Montple, Birmingham (3-6); Aud., Montple, Sirmingham (3-6); Aud., Montple, Car., Spartanburg (10); Car.,
Charlotte (11); National, GreensRaleigh (14), Durham (13); State,
Raleigh (14), Durham (13); State,
Raleigh (14), TemRaleigh (14), Tem(15); Carlotte, Chi.
"Oklahoms!" (No. 2 Co.)—Aud.,
"Alamano (2-4); Quincy Ft. Wayne.
"Present Laughter"—Aud., Hartjord (2-3); Acad., Northampton (4);
Alex., Toronto (9-15), (5-7); Royal
"Respectful Prostitute"—Harris,
Chi. (9-15); Prar. Toledo (5-7); Hartman. Col. (9-15).

'Laughter' NSG 13G In 2d Philly Week

Philadelphia, May 8. Nary a legit in Philly currently and there won't be, from all indi cations, until the Forrest relights June 13 for a three weeks' tryout of the big Irving Berlin-Robert Sherwood musical, "Miss Liberty."

of the Dig I'ving Berlin-Robert Walnut, Locust and Shubert are Walnut, Locust and Shubert are Walnut, Locust and Shubert are with the state of the s

Bainter-'Gayden NSG 5G in Hub: 'Gibbons' \$4.500

Only openers this week were "Gayden," the Gant Gaither offering at the Plymouth, and the Bal-let Russe De Monte Carlo at the Opera House. "Gayden" got fair notices, mostly on the strength of notices, mostly on the strength of Fay Bainter's return, but did poor-ly at the b.o. The ballet did a big-advance big and opened very strong. Others current are "Medea" at the Shubert and "Mrs. Gib-bons' Boys" at the Wilbur, and this seems to about wind up the Hub's season.

Estimates for Last Week

Estimates for Last Week
Ballet Ruse de Monte Carlo,
Opera House (1st week) (3,064,20). Opend very big on Thors,
128) for wow \$20,000 on its first four performances. Rem ain's throughout this week.
"Gayden," Plymouth (1st week) (1,200; \$3.50). Club business and plenty of interest in Tay year of 1st, there in many years of 1st, there in many years of 1st, the contest mild polices; about \$5,000.

onset mild notices; about \$5,000.

"Medea." Shubert (3d week) (1,-750; \$5,60). This one had a specialized audience and did very Big the fine of the state of the

Ballet Russe Fine 61/2 G. Webster's Bard 41/2 G, N.H.

New Haven, May 3.

Shubert on part-time basis last week, had two days of Ballet Russe for fine business and two days of Margaret Webster's Shakespeare at

No. 30 gross.
Former, in two performances (26-27) at \$3.60 top, approximated a good \$6,500. Latter, in two mathers and two evening shows (29-30) at \$3 top, caught an estimated fair \$4,500.

Current last half with "Present Laughter" (5-7) looks like season's legit finale.

'Harvey' 121/2G, Pitt
Fittsburgh, May 3,
Legit séasure Nonon ossed on a low note that the North State of the Province of the Province of the North State of the North

half ago.
At that time, Brown played three weeks and wound up final standard with close to \$30,000.

Harry GG, I.Niter Kanasa City, May 3.
Frank Ray brought his "Hard with close to \$30,000.
Harry GG, I.Niter Kanasa City, May 3.
Frank Ray brought his "Hard with Mother" Company to the Music Bail for a not provided the property of the Music Bail for a not provided the mount of the Music Bail for the

B'way Spotty; 'Happiest Years' Flons. 'Charley' Capacity 37G, 'Ear' Loud 31G, **Traitor' 12G. 'All For Love' Folding**

Attendance followed the traditional pattern last week on Broadway, reacting sharply from the parceding Easter week spurt. Receding Easter week spurt. Receding for the first part of the weeks on Jeffers' version M Earlyddes'
ston Jeffers' version M Earlyddes'
tapered off in the latter half. From
indications, business this week with a continue of the conti late summer.

will sarink slowly thereafter until
Three arrivals this week are the
return engagement of "Medea,"
plus the openings of "Bruon and
Next week brings "Gayden," and
Next week brings "Gayden," and
Next week brings "Gayden," and
week was "The Happiest Years,"
with "All for Love," "Private
week was "The Happiest Years,"
with "All for Love," "Private
foliag this Saturday night (T).
Estimates for Last Week
Regie C (Comedy), D (Dremma,
CD (Comedy), Parine,
The Comedy (Comedy), Comedy), Comedy (Comedy), Comedy (Comedy), Comedy), Comedy), Comedy (Comedy), Comedy), Comedy),

M (Musical), O (Operetta),
Other parenthetic figures refer
to seating capacity and top price,
including 20% amusement tax.
However, estimates are net; i.e.,
exclusive of tax.

exclusive of tax.

"All for Love," Hellinger (14th wk) (R-1,543; \$4.80). As with most, other shows on the list, business sagged last week from the post-holiday peak; \$4,500; closing Saturday (7).

"Along Fifth Avenue," Imperial (16th wk) (R-1,472; \$6). Also felt the general downbeat; sagged to about \$18,000.

about \$18,000.

"Aime of a Thousand Days,"
Shubert (21st wk) (D-1,378; \$4,80).
Slid a bit, but not as much as
sid a bit, but not as much as
ing profit at \$28,600.

"As the Girls Ge." Winter Carden (24th wk) (M-1,519; \$7,20).
Started the week strongly, but
failed to hold the pace, so the final
2tpy. ws \$45,500, still plenty
2tpy.

den. (24th. wkl. 04-1.31; 3/20; den. (24th. wkl. 04-1.31; 3/20; den. (24th. wkl. 04-1.31; 3/20; den. (24th. wks. 346.50, still plent) plant was \$46.50, still plent) plant was \$46.50, still plent) plant was \$46.50, still plent was \$46.50, still pl

"Mister Roberts," Alvin (63d wk) (CD-1,357; \$4.80). Had a few empty seats at the midweek matinee, but standees other performances pulled the week's take to approximate capacity; \$34.000.

"Mrs. Gibbons' Boys," Music Box (C-1.012; \$4.80. Play by Will Glickman and Joseph Stein, pre-sented by George Abbott; opens tonight (Wed.).

tonight (Wed.).
"Private Lives," Plymouth (30th wk) (C-1,062; \$4.80). Seasonal trend, plus general slump conditions, finally bringing an end to this potent revival; closing Saturday night (7); last week tabbed about \$13,000.
"Silva Whith the conditions are seasonable to the conditions of the conditi

"Silver Whistle," Biltmore (23d wk) (C-920; \$4.80). Also felt the heavy going, but got a sizable profit at \$14,900.

at \$14,900. — each askable profit
"South Pacific." Majestic '44th
wki (M-1659; 80). Same figure
every week, everything the theatre
every week, everything the theatre
"Streetens Named Desire." 18,000.
"Streetens Named Desire." 18,000.
Joined the general slide, but ample profit at \$21,000.
"The Traiter." 40th

principal accurate and the control of the control o

'CAT-CANARY' NG \$4,000, **FOLDS IN BALTIMORE**

The Cat and Canary' essayed a run at Ford's here last week and at the cat and Canary' essayed a run at Ford's here last week and Revival called it quits with us announcement of an attempted rewrite and modernization for sub-announcement of an attempted rewrite and modernization for sub-announcement of an attempted rewrite and modernization for sub-announcement of announcement of a sub-announcement of a sub-announcement of the catterious and the catterious definition of the catterious definition of the catterious desired admission to Negroes over tricted admission to Negroes over the entire house. Healthy figure the entire house. Healthy figure after initial try estimated at \$6,000.

Streetcar' Profitable \$22,000 in Cincy

424,000 III Clitto?

Inclinanti, May 3.

A profitable local legit season and this week with "Inside U. S.

A." In the 2,500-seat 17ft at \$452 and the 2,500-seat 27ft at \$452 and 5.

Inclination of the 1,300-seat Cox toinght with a \$22,000 for 12 showings in nine days at \$4,31 top.

Theatre Guil d subscriptions helped "Streetcar" at most performance.

'U.S.A.' \$32,200 in Cleve.; 'Shoes,' 'Finian' Follow

One of the Hanna's top grosses for a muscal revue this season was racked a last week here by "Inside to."

Lillie and Jack Haley. Eight performances at \$4.95 top fund. taxes pulled \$32,200.

Plays Abroad

A Woman in Love

LEGITIMATE

London, April 27. Op Productions presentation of comn three sets by Michael Redgrave.
In the sets of th

Twice Upon a Time

Twice Upon a Time
Henry Shevic London, April 22.
London April 26.
London Sheve and Philip Booth presents
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of t

Kaishene Heniagaway, Genine Graham An improbable theme, with only average dialog and unimaginative situations, hurst this new Tedwell Chapman play. It's lacking in apparatus of the control of the contr

to England with the fortune-man-ing formula.

Entire theme revolves around the American, but the amazing fa-cility with which the women fall in love with him and his knack of the conviction. This, however, is in no conviction. This, however, is in no measure due to the acting of Rob-ert Beatty, and it is mainly his

SAMUEL FRENCH

Play, Brokers and others' Representatives 25 West 45th Street, New York 2023 Sunset Bivd., Hollywood 46, Cal skill that holds the piece together. Workmanlike performances come from the small cast, notably Joyce Heron, Guy Verney, Carol Marsh and Edward Chapman. They cannot, however, transform this artificial piece into a solid entertainment.

All Souls Night

1.0		Dubl	in, Apri	1 20.
Natio	nal Thea	tre pres	sentation	of trag
edy in	three ac	ts (one	acene) by	Joseph
Tomelty	Produ	ced by	Ria Moor	The blin
			Mari	e . Kean
Molly 7	rainor		. Joan Walter	OHar

Author Joseph Tomelly, who is manager of the Ulister Group Themanager of the Ulister Group Theistic drama for two acts. It conistic drama for two acts. It concerns a small rish east coast fishing village, and revolves about a reing every sent she can save by skimping on the food for the
family, and sending her two sons
to their death by her avaries: the
dead are said to revisit their former homes, the play's third act
prings back the spirits of the two
mother, and family the spirit of
Katrine, murdered by her husband
for causing the death of the second
The realism of the play's first.

mother, and nness, we have a considered by the Kattine, murdered by her husband youth and the considered by the consider

Ignace Paris April 12.

Theatre de l'Etoile and Jules Borken
presentation of operetta in two acts (five
scenes). Book and lyrics by Jean Manse;
music by Roger Dumas. Directed by
George. Dances and chorus direction by
Paul Lambert: scenery and costumes by
Luska: production director, Borkon. At
Theatre de l'Etoile, Paris,
Annette
Philibert Ferval
Victoire Claudette Donald
The Colonel's Wife Claude Daltys
MoniqueJacqueline Comte
The Colonel
The Captain Rambert
Serge
Des OrfralesOrhal
Ignace Fernandel

Emergency of the control of the cont

Ballet Theatre's Plans For London Date in Sept.

For London Date in Sept.

Finas are being set for appear.

Finas a

their songs and dances together are tops: Claude Daltys is both beau-tiful and tump as the Colonel's colon

Aber Ninette (But Ninette)

	vienna, April 12.
Franz Stoss	production of operetta in
three acts. St.	rs Marika Roekk; features
Walter Mueller	. Stefan Skodler. Staged
by Stoss Musi	c. Alexander Steinbrechers
lyrics, Herman	Kind; book, Michael Har-
ward: scenery,	Otto Llewehr; costumes.
Gerdago: chor	egraphy. Dia Luca. At
Buergertheatre	, Vienna.
Ninette	Marika Rockk
Nicoline	Lore Zimmermann
Jerome	Stefan Skodler
Henri	
Lawyer	, Paul Kemp
Detective	Heinz Conrads

Judge ... Emat Natherny By introducing buriesque operetta producer-manager Frant Sloss as surprised Vienna's oldfashioned
conventional operetta lovers. Show
vice ju into a real hit.
Book by Michael Harward (penmane for C. Braun) has plenty of
punch. Rich man living in sechmane for the fraun's plenty of
punch. Rich man living in sechformance in his home. He poses as
his own servant because he is
sought by police for an alleged
own lawyer-was the culpril.
Martika Roekk in title role cashes

theft. Later it turns out that his own lawer-was the culprit. Marika Roekk in title role cashes in heavily. Stefan Skodler, as Jerome, sings excellently and pro-vides a striking stage presence, while Walter Mueller in a comic part tops the show. Paul Kemp part tops the show. Paul Kemp very funny rolles.

Music and lyrics measure up.
"Bulli-Bulli" is the outstanding
hlt, while "Dreams Come True"
and "Manzanares" run second and
third. Dancing as such is largely incidental. Dia Luca ballet is
the best in town. Maas,

Ingen Gar Fri (None Shall Escape)

Malmo, Sweden, April 21. Malmo, Sweden, April 21.

Malmo, Stedelaster production of drama
Malmo Stedelaster production of drama
Stedelaster production of drama
Malmo Stedelaster production of drama
Malmo, Malm

Author Stig Dagerman has written a realistic drama about some cordinary people that will have considered that the should have interest abroad. In writing this yara about a widower and his son, both in love with the shown a deep understanding of his subject, which he projects through some fascinating characters.

Knft Lundin shines in role of turis in a good performance as

the widower and Bengt Ekroth turns in a good performance as his son. Femme is excellently portrayed by Irma Christensson, while Nancy Dalunde isn't given too much to do as the son's fiancee. Dagerman's direction is good,

Longhair Shorts

Longular Onorts

Elaine Mahin, NBC's soprano, will make her grand opera debut the San Carlo Opera Cest the San Carlo Opera Cest the San Carlo Opera Cest the Center theatre, N. Y., May 15 ...

Nr. and Mrs. Samuel A. Lewisoha Mayor William O'Dwyer and the Lewisoha Stadum Concerts Contexts of the Cest of the

Legit Bits

When Adrienne Allen with draws from the east of the Broadward, My Son' and Cleveland Son Light way edition of 'Edward, My Son' to England with her husband, at long the succeeded by Carol Goodner as succeeded by Carol Goodner as Neel Langley drama. Latest in pressagent-critic relations' Markological Randon and My Son' and Carol Goodner as Neel Langley drama. Latest in pressagent-critic relations' Markological Randon and My Son' and Carol Goodner, with the stand of the standard of the standa

E. McKaree. author of "Silver Whistle," working on two new plays.

Ferris Arinan sails this weak plays are all the plays and plays are all the plays a

Theatre Guild

Asson, since the latter will merely asson, since the latter will merely atting patrons to buy tickets for any show.

Of the four shows promised this season, only "Carousel" and "Os sented. Of the others tentatively promised, "Command Decision" as withdrawn by its producer be-sented. Of the others tentatively promised, "Command Decision" as withdrawn by its producer be-part of the other tentatively promised, "Command Decision" as withdrawn by its producer be-part of the other tentatively promised, "Command Decision" as withdrawn by its producer be-part to the other tentatively promised, "Command Decision" and the part of th

through the south this season.

According to Lawrence Languer, eo-director of the Guild, a major leater in the organization's factor in the factor of the fractory managements who might have permitted their productions to play on Guild subscripted that we can be studied in the south, and that the members agreed that more cooperated that once cooperated that once cooperated that the cooperated in the cooperated that the cooperated in the cooperated in

Sorel Prods. Inc. Albany, May 3.

Albany, May 3.

Sorel Productions, Inc., chartered to produce theatrical and
radio productions, as well as commercial and industrial shows, with
offices In New York City.

Directors are Felicia Sorel, Al-bert Gordon and Kitty Gordon.

Six Musicals Programmed

Mr. Oscary

Columbia University Playery

Columbia University Playery

Columbia University Playery

Columbia University Playery

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theatre, Columbia U., N. Y., April IT, 189.
Cost: Bloott- Laguardia, Sorrill Booke,
Joseph McDermott, Laguardia, Sorrill Booke,
Joseph McDermott, Jan Wagner, Bolner,
Mich. Geoffrey, Gates Brown, Sy PanMich. Geoffrey, Gates Brown, Sy PanGerlan, Million Levine, Arlbur, Leb, Gone
Gerlan, Million Levine, Arlbur, Leb, Gone
Gerlan, Million Levine, Arlbur, Leb, Gone
Minick, Levon Boyslin, Hichard,
Manne, Sanuel Koplan, Hichard,
Manne, Sanuel Koplan, Hichard,
Manne, Mannel Rocks, Charles Dicklason,
Aan, Ohre.

Cortis bavis, Robert Dollaton, James Hands, American Charles Debelismo. Annother Charles Debelismo. Annother Charles Debelismo. Annother Charles Debelismo. Annother Charles C

THOMAS WOLFE PLAY SET

THOMAS WOLFE PLAY SET

New Haven, May 3.

Thomas Wolfe's only play, "Mannethouse," will be given its initial
performance beginning Thursday
night (5) and continuing through
Saturday night (7) by the Vale
Dramatic Assn. in the University
theatre here.

Dramatic Assn. in the University

Drama was scheduled for pro-duction in New York last fall by New Stages, but was subsequently dropped.

SUMMER THEATRE FOR RENT

BOARDWALK LOCATION Not Renewing to HENLOPEN PLAYERS, INC. Contact J. L. LIPSKY

HOTEL HENLOPEN, Inc. Rehoboth Beach, Del.

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JOHN MASON BROWN No Solicitation of Funds

SPECIAL NOTICE

67TH ANNIVERSARY ANNUAL MEETING

The Actors' Fund of America

Will Be Held at the FULTON THEATRE New York City

Friday, May 20th, at 2:30 P.M.

All Those Connected with the Theatre

Are Cordially Invited

The Public, Too, Are Welc

The Meeting Will Be Addressed by the Eminent Dramatic Critic and Lecturer,

N. Y. News' OK Bally Film

Power of the film as a promotional medium has perhaps never been plette demonstrated than by a 37-minute-color subject recently produced by the New York Daily News. It provides a pounding "sell" of the tab's writing and writers, but never for a moment characteristic of the tab's writing and writers, but never for a moment characteristic of the tab's writing and writers, but never for a moment characteristic of the writeristic of the world's entertainment capital.

"The Miracle of Millions" was produced, directed and narrated by Herbert M. Suele head of the world's sales then the writeristic of the world's entertainment capital.

"The Miracle of Millions" was produced, directed and narrated by Herbert M. Suele head of the sales to the production. "Milracle" took a year to make, with 25,000 feet of kodachrome shot exclusively for it. Bugget ran close to \$100,000. That's a lot more than nost such outflis can or desire to spend, but the picture is truly paper 196, club and civic groups and all the ordinary outlets for Ilm is a far cry from the usual newsaner procedure.

paper regs, club and clvic groups and all the ordinary outlets for 18 m product.

Film is a fat ery from the usual newspaper promotion piece showing news han ding, composing room, presses and buildings. For one thing, ... does some interesting and amusing direct comparisons of News' vs. New York Times writing taking one story particular to the property of the property of the property of the stab in 37 terse words gave the same dope more clearly and read-ably than the Times did in 31 polysyllables. Concentration mostly, however, is on News' writers and, by following them a good cross-resiston to section of show bit is presented. Thus the paper is enabled to use as "featured players" in "Miracle." Mitton Berle, Marleino Dietch, Maurice Cheville, Frank Fay, Candy Jones and Chepman, Jimmy dental, Jimmy Powers and other news columnists and staffers.

its and stairers.

Original script was done by newsroom scrivener Carl Warren
nd photography by Frank B. Veber, of the sales presentation
penartment's staff.

Literati

Chi Money On Compass

State in Chicago money through
of the Chicago money through
old cousin of Chicago Tribune publisher Col. Robert R. McCornick, James Fatterson, and his three
her Col. Robert R. McCornick, James Fatterson, and his three
the Compass, new N. Y. dally, to
pe published by Theodoro O, terson Guggenheim and Mrs.
Thackery, Thackrey, former pubJosephine Medill Patterson AlThackery, Thom Doyully Schiff
Schurck Companies Robe? Marshall Field, Ill, kepf the now defunct New York PM in business for many years, coin from that control and the property of t

R's expected that the Compass will follow a non-Communist left ine. Thackrey split with his wife on the question of backing Henry dential campaign, and Mrs. McCo-mick was an ardent Wallace backer. Paul Denis, former radio editor of the Post, will be the Compass

"Aeschylus to Miller" "From Aeschylus to Arthur Miller," an anthology of the drama, will be published by Simon & Schuster.

Schuster.

It will be a followup of "From Aeschylus to O'Neill," which the same house published some years ago, the new title covering the inclusion of Miller's "Death of a

SRL's 25th Anni Issue
Saturday Review of Literature
will celebrate its 25th anniversary
with a birthday number Aug. 6.
Anni will consist of three sections, (1) books, celled by Henry
selder; (2) opinion, edited by Norselder; (2) opinion, edited by Norselder; (3) opinion, edited
normalistication of the control opinion opinion opinion
members, and (5) arts and enmembers, and (5) arts and (6) arts and
members, and (6) and (6) arts and
members,

David Breekman's 2d. Book
David Breekman radio maestro
dad now an ANG television quiz
data for Siming on The Coloi
mine, for Siming to dramatize
Symphy for Broadway legit production next sesson.

"Symphy" for Broadway legit production next season.

The sterior is Educated to the late Joseph Melidner.

The et estate of the late Joseph Melidner.

Medil Patterson, Estate for the late Joseph Melidner.

Medil Patterson, Estate for the late Joseph Melidle Patterson, president of the NY. Times.

New Symdicate, publishers of the E. J. Kahn, Jr., serihe for the NY. Times.

E. J. Kahn, Jr., serihe for the Lambert fewers Trapes and the E. J. Kahn, Jr., serihe for the State of the E. J. Kahn, Jr., serihe for the Lambert fewers Trapes and the E. J. Kahn, Jr., serihe for the Lambert fewers Trapes and the E. J. Kahn, Jr., serihe for the State of the E. J. Kahn, Jr., serihe for the Lambert fewers Trapes and the E. J. Kahn, Jr., serihe for the State of the E. J. Kahn, Jr., serihe for the State of the State of

terson to the control of the control

Joe Laurie, Jr.

Christophere, Awarde
Six prites totaling \$80,000 were
awarded to three novelsts and
three playwrights by The Christorange by the Rev. James Keller
All Six prites totaling and three playwrights by The Christorange by the Rev. James Keller
All Six prites and Markenol Missioner to promote
Christian principle in public for the Six principle in the Christophere
April 27. Prize witner. Care and the Water Kinsus
April 27. Prize witner. Care and the Christophere
Locke Howe of Fullon, Md. received \$15,000 for a Nazi gay nache,
"Call II Treason," which will be
specially the Christophere
Second place went to Mrs. Marie
Louisell Nowinson of Chicago, which will be
Second place went to Mrs. Marie
Louisell Nowinson of Chicago, who be a same or the control of the Christophere
Martels." The third prize of \$5,000 went
The third prize of \$5,000 went
to limitable Nase (the christophere)

The third prize of \$5,000 went
to limitable Nase (the christophere)

Louisell Nowinson of Chicago, which will be
refer to the christophere
Martels." The Martels. The Martel

won S10,000 for her book, "The Carletians of water Martels." May be a continued to the Charles O'Neal of Hullywood for "Three Wishes." Resemany Casey of Hisburnal Contest. Her play, "Mother Hiddebrand," won \$5,000. Second prize of \$5,000 went to John Leave Hiddebrand, "won \$5,000. Second prize of \$5,000 went to John Leave Hiddebrand," won \$5,000. Second prize of \$5,000 went to John Leave Hiddebrand, "won \$5,000. Second prize of \$5,000 went to John Leave Hiddebrand," won \$5,000. Second prize of \$5,000 went to John Leave Hiddebrand, "won \$5,000. Second prize of \$1,000 went to \$1,000 wen

Araiza in the Mexican magazine

Hoy.

Cyrus Adler and Otto Clement formed a new literary agency in Hollywood, known as the American Copyright and Management Corp.

Norine Foley, gossip columnist for the Chicago Dally News, has resigned, with no replacement announced as yet. June Provines is subbing temporarily.

Alice Thomson has been ap-pointed publisher of Seventeen magazine. She was executive editor for four years. Helen Valentine continues as editor-in-chief.

Joshua Logan's Introduction to "Building a Character," the post-humous Stanislavski volume being published by Theatre Arts Books June 17, will appear in Vogue, mag's June 1 issue.

June 17. will appear in Vogue ungs June it such a Jonney of Simon McKeever." which 20th-Foot Simon McKeever." which 20th-Foot Simon McKeever." which 20th-Foot Simon built for \$55,000 and scrapped, is a Little, Brown publication of the such a such as was erroneously credited. General Walter Bedeil Smith, former U. S. ambassador to Russia, will be feted at the annual dinner central same and the such as was erroneously credited. General Walter Bedeil Smith, ormer U.S. shor's restaurant, N. Y. "Theatres and Auditoriums," new book on theatrical design, was central same and Auditoriums," new book on theatrical design, was compared to the such as the su

Technology.

Ezra Goodman is writing a film column for the Los Angeles Independent, new daily being published by James Parton, ex-Time mag exce. He also sold a story on Jane Wyman to the Red Book recently but now intends concentrating on his newspaper assignment.

After a bitter debate in the Missouri State Senate last week a proposal to invite Westbrook Pegler to address the solons was defeated. Sen. H. R. Williams presented the invitation resolution and immediately a partiasn rew

Bills Next Week

Continued from page 47 Michael Mechael
Bill Knapp
Hotel Statler
Eddy Howard Ore
Hotel Plaza
Hidegarde
Salvatore Gioe Ore
Mark Monte Ore
Payson Re Ore
Nycola Matthey Or
Le Ruban Bleu
Bibl, Oster Wald bibi Osterwa.
Bibi Osterwa.
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Kirkwood & Goodman
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CHICAGO

Herry Halls
Kirby Hawks
Ed Frentis
Ed Frentis
Ell Snyder Ore
Chiefel Stevens
Shating Circus
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Charles Hall
Wender Wheelers
Kating Bleeder
Leck Landles
Leck Landles
G. & B Da Ray
Falmer House
Falmer House
Falmer House
Margaret Phelan
Gone to film
Cone to film
Cone

ter Lind Hayes ary Healy La Salle Ore (12) Vine Gardens Bros (3)

Vine Gardens
Lind Bros 43)
Ada Lynne
Ruth Dây
Mel Cole Ore
Pancho Ore
Silver Freiics
Merio Lawler
Jimmy Ames
Prolic Loveles (4)
Bud Frentice Ore

SCULLY'S SCRAPBOOK

Except for one angle of "The Stratton Story," I couldn't whip up a dissenting opinion even if I threw the late Justice Oliver Wendell Bolmes' book of negations at the whole Critics Chrie. And even this part of an otherwise magnificent picture was perhaps to the rest of the ballplayer's convincement, where the subject of the rest of the ballplayer's convincement, weeks after he had his right leg amputated following an accident while hunting in Texas.

Most people feel that Jimmy Stewart, in revealing self-pily to the point where he is surfay to his mother and write, was simulating an autority of the self-pily to the point where he is surfay to his mother and write, was simulating an autority of the self-pily to the point where he is surfay to his mother and write, was simulating an autority of the self-pily to the point where he is surfay to his mother and write, was simulating an autority of the self-pily to the point where he is surfay to his point of the self-pily to the point where he is surfay to the point where he had not be the too of his big league career now reduced to a one-legged cripple and no money left even to buy pencils. But to one who had gone through all the torture Stratton had endured in any pencils of the surfay to the point of the heart had not been approximated to the surfay to the provide and an amount when I couldn't stand the gasley of Schopenhauer, but I never passed them on to my womenfolk. As proof of this horrible had under the heart to work as going home.

"Does anybody ever get out of this place alive" I asked.

It produced such a bellylaugh in both of, ut that I felt, even flat on the first 24 hours after the amputation. I hadn't the slightest doubt that sooner or later I would get out of that cohouses all when the world that except for consciously battling, for my life for every minute of the first 24 hours after the amputation. I hadn't the slightest doubt that sooner or later I woul

chiger.

It's true I felt a distinct pain in my derriere when I first saw Stewart come home on crutches. But this was mostly because I have a very sensitive stump and imagined the two-legged Stewart must have suffered more with a healthy leg strapped against his rump than most amputees do with theirs cut of the strapped against his rump than most amputees do with theirs cut of the strapped against his rump than most amputees do with theirs cut of the strapped against his rump than most amputees do with theirs cut of the strapped against his rump than most amputees do with theirs cut of the strapped against his rump than most ampute as the strapped against his rump than most ampute as the strapped against his rump than most ampute as the strapped against his rump than most ampute against his rump than the strapped against his rump than the strap

amputees do with theirs cut off.

Shall We Dance?

I wouldn't say I had never met any amputee who wore his melanichia on his sleeve. I recall one pilot that Mom Lehr asked me to talk to. She was then running Hollywood's greatest contribution to the war effort, the Hollywood Guild Cantene. She explained that she had tried for weeks to buck the guy tup, but with no success.

When I found that only 10 weeks had transpired between his wound, his amputation and the fitting of a high-chass artificial teg and include the properties of the properties of

Intruer; in surrered no sectacte pain, it assured into the would be cancern; in a year.

His lip in a year.

His lip called as if it had been worked over by Toni. "Are you do not be taked, did be taked, did be taked, and the sacred him wasn't and went on to tell him why. I regaled him with tales of Long John Silver and woolden-legged soldiers. I had known—guys like Laurence Stallings, Eleviert Marshall, Walter Durahty, Alexander de Seversky, St. John Ervine, Kurt Newman and Ted Lawson.

Lawson. Mom Lehr called me over to meet some more of her boys. I was at the place about three hours. Every half hour or so, the pllot would hobble over and repeat surscatelarly. "Dannien within a year." But each time he said it be did so with less doubt, and before I left he was smiling when he said it. Within a year he had made good my prognosis.

ing when he sald it. Within a year he had made food my prognosis. Palster That Far Down?

The anaming thing about Stration was that it may be so perfectly one about Stration was that it more tried all models in all countries, and always failed. I even had one duralumlnum leg that all countries, and always failed. I even had one duralumlnum leg that and three speeds forward and one reverse and took longer to make than a Rolls Royce. After a sneakview they took it back for 10 days to pad the eaff so as to give it sex appeal, and I assure you that if you blindfolded a casting director hc d be fooled into believing the gam was Grable's.

had three speeds toward and one three and took one; or the process of the calf to as to give I sex appeal, and I savine you that if you blind-folded a casting director he'd be fooled into believing the gam was formable's. So to give I sex appeal, and I savine you that if you blind-folded a casting director he'd be fooled into believing the gam was formable's. So the process of t

Broadway

Peter Lawford in from the Coast for a two-week stay. Hugh French en route to London after a Universal film stint.

Metro producer Joe Pasternak and wife in for a vacation visit. Sol and Fay Lesser at the Hamp-shire House for a three-week visit. Bob (ABC exec veepee) Kintner to the Coast and a Palm Springs

Sol and Fay Lesser at the Hampshire House for a three-week visit.

Bob (ABC exec veepee Kindner:
Ciss and Ben Henry in on the
Gueen Many), he's Us foreign head
in the continuation of the

this week from inspection trip our southern thesites now under his will be recommended to the service of the se

Hitchew Fright, which Aired Warner Bros. Jack Dalley, manager of operations at N. Y. Music Hall, to checkip, word to back balley to be to be a superation of the superation of

day Times magazine section, predicated of course, on the theatre's readed of course, on the theatre's Pegg Cummins to Rome for a fregory Raffo (Col) picture, after the completes 'Gun Crazy' for the attraction of the prediction of the course, and the coronary attack, and will opermodified scale. Leaves for Florida recuperation next week. Mrs. Hai Lieo Horne and Hongueration next week. Mrs. Hai Lieo Horne and Hongueration next week. Mrs. Hai Lieo Horne and hongueration of the course of the

May 23.

Ida Lupino and her husband,
Collier Young, arrive in New York
today (Wed.) to confab with Film day (Wed.) to confab with rum lassics execs on release of her est indie production venture, "Not

Madison Sq. Garden project is stymistic at the state of the composition of the compositio

Chicago

Booker Paul Marr hosted at ban-quet by Entertalment Managers Assn. of Chicago.

Hal Block in town to discuss two Chl originating TV programs, for which he will do the gag writing. Film actress June Allyson will be outfitted in a uniform and made honorary member of Chi White Sox on May 7, "Monty Stratton William Salting of to

Day."

Attorney William Saltiel off to Hollywood and confabs on the "Runyon of Broadway" pic. Saltiel is chalrman of the board of Marshall Grant Pictures.

snaul Grant Pictures.

Marine Corps film unit moves
Into Rockford, Ill., to shoot documentary, "Pride of Main Street,
U.S.A." City was chosen by Marine
Corps as a typical town. Will be
on location there for about six
weeks.

Can. Population

Classics excet on release of her first indie production wenture. We stied Miller, American publicity rep for 1, Arthur Rank in Bartian, leaves for the Coast tomorrow (Thurs.) for a 10-day stay, Arthur Rank in Bartian, leaves for the Coast tomorrow (Thurs.) for a 10-day stay, and the state of the Coast tomorrow (Thurs.) for a 10-day stay, and the health, believes this new instance, and the state of the sta

VARIETY London

J. J. Shubert in London, taking a most of the West End shows. Harry Alan Towers is author of Show Business," to be published lay 19.

Harry Alan Towers is author of 'Show Business,' to be published May 19, Bob Williams replaces Gli Mai-son in "Latin Quarter" revue at London Casino, May 23. Honorary degree of Doctor of Law conferred on Emilyn Williams by Duke of Edinburgh at Bangor Unit:

Law conferred on Emily Williams by Duke of Ediburgh at Bangor Univ. Linktaker's "Love in Almaro and the Conference of th

Germany

By B. H. Liebes
Babelsberg will have three more
studios finished in May. This in
addition to five studios opened re-

studios finished in May, This in addition to five studios opened recently of the studios opened for "The Adventures of the Brave Solder, Studies, Studies

with Inge von Wangenneum, Ar-thur Monier and Fritz Tillman in leading roles. Paul Verhoeven, whose first postwar pic, "You Are Not Alone," became a smash lit, has sined for became a smash lit, has sined for rect the first one, "The Town Is Full of Secrets," and take main roles in "Muller, Ring Six Times," the musical "The Stolen Melody" and "The Prophet."

Pittsburgh

FittsDurgh

By Hat Cohen

Gal Gall and Martan Callahan
head Mixon Cafe show.
Don Taylor, local screen actor,
signed long-termer with Merro,
signed long-termer with Merro,
charlie Cart and the McArtuus in
its new show.

William Penn Hotel plans complete otychaul on the Terrace
plete otychaul on the Terrace
Russ Morgan band playing CheArena for one night May 12 under Lions Club auspices.

Tomorry Marion Prances
and Tom

Rome By Helen McGill Tubs

Director Victor Stoloff in from

Director Victor Stoom in 170-1876.
Paris, sorr, Rahoff expected back in Rome May 15.
Alan Curtis has moved to a villa on the outskirts of Rome, Maine Live of the Maine and Michael Stere of to Milan and Michael Stere of the Milan and Milan and

"Somewhere in Europe" spending a month in Paris on business. Romans will soon be reading Billy Rose's column, "Pitching Billy Rose's column, "Pitching Long-riom," in the Alone Dally Alvey, who have been filming television shorts in Haly for Cornet Films, have gone to France for a should be a s

Mexico City

Mexico City

By D. I. Graham

Circo Artiola. Spanish cheus,
doing well here.
Joan Page, U. S. songatres,
volume to the Teatro Tholi,
yould house,
Cine Soto, new 3,600-seat cineng, has opened, to make the 58th
Mona Cilides, French: songstress,
star of "Bonjour Mexico," topping
Newest nitery is named Canean,
Uses cancan in its publicity art
but not in its floor shows.
Learn of Mexico's cotton helt; closed by
a strike to enforce a 75% pay hike
Sports here, hiked for pitch that
one of the strike of the pitch in the control of t

next year by Filmatora Chaputepec.
Conchita Cinturon, femme bull-fighter, socko in her one show here after month's layoff due to being gored in Guadalajara.

Dublin

By Marwell Sweeney.

Abbeyltes Brian O'Higgins and Rita Foran to marry soon.

Novelied Frank O'Connor has followed by the Mary Soon.

Harry O'Donova mulling firsh bour for "Arsenic and Old Lace," Bertie Elliman, Irish marling firsh bour for "Arsenic and Old Lace," Bertie Elliman, Irish marling firsh bour for "Arsenic and Old Lace," Bertie Elliman, Irish marle or for talks with head office excess between the commandation of "Waltes from W. P. Cant, owner of provincial cheman chain, named new prexy Ulenna."

W. P. Cant, owner of provincial cheman chain, named new prexy Bernard Markey, Capitol, Dublin, is vice-prex.

Bernard Markey, Capitol, Dublin, Is vice-prez.
Cyril, Cusack to London for co-starring role with Jennifer Jones and Derek Farr in Michael Powell's production of "Gone to Earth" for the Archers.

RCA's Rentals Continued from page 3

Costinued from page 3
minimum user of NBC programs while the latter, on its part, would be sufficiently and the production and servicing of the area of the production and servicing of the area of the services of the company may first use Broadway as a break-in point, idea would be to follow up almost immediately not be servicing and pattern of the production of the and Walter Reeds, Jr. It likely that the plant will come up before the joint meeting of TOA and the Society of Molion Picture Engineers stated for Thursday (5), wisseed, NBC would provide product the production of the plant will come up before the joint meeting of TOA and the Society of Molion Picture Engineers stated for Thursday (6), wisseed, NBC would arrovide production of the production of t

Engineers sits of the Thur day were a constraint of the Constraint

Hollywood

Paul La Riviere hospitalized for major surgery. Ted Briskin planed to Chicago to

Paul La Bilviere hospitalized for major surgery.

Ted Briskin planed to Chicago to design of the property.

Ted Briskin planed to Chicago the major surgery.

Ted Briskin planed to Chicago the plane of the plane of

Minneapolis

By Les Rees
"Ice Follies," at Arena for three
weeks, drawing near-capacity
crowds,
Spike Jones drew capacity for
one-nighter at St. Paul Audi-

Spike tower at St. Paul Andi-torium.

Mel Torme and Jean Carroll

Mel Torme and Jean Carroll

Mel Torme and Mel Perry

Nancy Evans and Maria Neglia

with Damny Pergason at Biote

Hotel Nicollet Minnesiat Terace has Mare Ballero, Consolo &

Melba and Weyne Greg orch.

Mel Torme and Metropolitan Opera sesson's four perform anes at

"Finian's Rainbow" set for Lyce
um May 16.

Miami Beach

By Lary Solloway Jorge Fasola orch into Delmonico hotel. Oscar Hammerstein in town for

Oscar Hammerstein in town for some stin.

Jack Parker, former manager of Lord Tarleton (Hyde Park), off to fine the control of the control of

Cannes

nymaged, NBC would provide programs on closed circuits, thus is strictly their exclusivity. Bell System of the procedule of the procedule of the telephone wires are suitable for ration-to-station the strictly of the telephone wires are suitable for ration-to-station the strictly of the telephone wires are suitable for ration-to-station the strictly of the telephone wires are suitable for ration-to-station the strictly of the telephone wires are suitable for ration-to-station the strictly of the strictly o

Public Crosses Critics

then, atthough it has been making small operating profit.

Although no one expected "Mother" to equal the record seven-year run of its predecessor. "Life with Father," it was figured to be good for at least a couple owas. The larchet to want to see the seven when the see that the second of the s

pated.

However, several unlooked-for factors arose. As with virtually all sequels in legit, films or literature, popularity has apparently been much less than for the original. Some who was and enjayed "Father" seemingly haven't particularly cared to see "Mother."

larly cared to see "Modifer."
Still others appeared to regard it is the same play under a new title, or to think that because they had never seen "Father" they wouldn't understand the followup. Finally, in the opinion of producer Oscar Serlin, many potential patrons have figured "Mother" would be around for years, and have been waiting until there's less demand of the producer of the producer of the services of the producer of the services of

waiting until there's less demand for tickets.

In any case, when it ends its Frondway run, "Mother" will robated and the state of the

production and the prospect of an ultimate film so, and the production received film the case of "The Traitor," the fed Harris production received views and has been given consistent followup newspaper plugging since then, particularly on the part of Hearris is N. J. Journal-American state that the 48th Street theatre has not responded and there's been consistently of the state of the explanation. Feeling among the state of the explanation is the trade as to the explanation. Feeling among the state of the explanation is the state of the explanation in the trade as to the explanation from the state of the explanation from the explanation

remote for popular draw.

Another puzzler this season has been "Light Up the Sky," which got excellent boorfiler notices and started out like an autumn brush-re, but has since flickered to such a degree that the management has a degree that the management has a degree that the management properties week's business the show has earned back the \$75,000 Investment. Whether it pays a profit will probably depend on how effective ment. Whether it pays a profit will probably depend on how effective road to the propective road to the properties of the propertie

road tour.

A reverse example has been where's Charley?" which rewhere's Charley?" which rewhere's Charley?" which rewhere the control of the control

mouth he has gotten.

"Goodbye, My Faney" is another hit that started promisingly but not solidly, but that started promisingly but not solidly, but when has maintained a strong gait at the Fulton theatre. It has had few pacity weeks but no poor ones, and has made a consistent profit and soling almost as well now as immediately after its opening. Also in this case, the star, Madeleine Caro, is regarded as the portmer, is regarded as the portmer, is a support of the star. star, Madeleine Carroll, is re-garded as the prime factor, as proved by the unusually potent matinee business and the con-tinued publicity and comment about her.

about her.

"Madwoman of Chaillot" has proved a surprise hit. The Parisian import got only three good notices out of nine, and took several weeks to get into the blagk at the Belasco. But followup comment was strong and, while the show has never had

ostunese from page 1

ster a click tryout last spring on a capacity week, business has held
the road, it had a huge advance
isse, including many theatry and ceiving the Critice Circle prize as
ties. Including many theatry and ceiving the Critice Circle prize as
ties, including any the control of the critical circle prize as
ties, including an experimental price of the critical circle prize as
of and it has generally ebbed give the price of the critical circle prize as
then, although it has been making in the show.

a small operating profit.

nas apparently nypoed interest in a Shows befy Noties, Then Silde Four productions this season have seemed to dety adverse notices for a time, presumably on the strength of heavy theatre party the strength of heavy theatre party They are "Summer and Smoke," and "Big Knife." They lare "Summer and Smoke," and "Big Knife." The first two closed after carning back only a fraction two are still running, but at reduced business. In the case of both "Love Life." and "Knife." they are Street, and National, respectively, in an effort to keep going.

Although nobody, except pos-

in an effort to keep going.

Although nobody, except possibly the bankroller himself, ever expected "all for Love" to pay off at the Hellinger, the Sammy Lambert-Anthony B. Farrell revue is still playing to skimpy attendance, having gotten past the 100-performance walk their incentively still playing to skimpy attendance, having gotten past the 100-per-formance mark that is occasionally set as definition of a hit. Production of a hit of a h

Gen. Smith

- Continued from page 1 -

talked if Smith gets the job is \$50,000 a year plus expenses, \$50,000 a year plus expenses. Cheyfitz, on the other hand, would get a much lower fee and actually would add nothing to present expenditures, since he is already on the staff of the associa-tion. Another factor is his ex-perience, since he has been serving as Johnston's Hollywood liaison.

as Johnston's Hollywood liaison.

Still another possibility being talked of is that Louis B. Mayer, Metro studio chief, might take the post. In that event, it would be more of an ex officio job and not so active a spot as would be the case if a full time coordinator were

TV Comedy Bits - Continued from page 1 :

ley, who wrote a w.k. "Minuet sketch," was hired to perform in that bit, and Lew Hearn was booked at \$600 to put on the "Belt In the Back" skit. A bit from "Make Mine Manhattan" was slat-ed for last night's (Tues.) layout.

In other developments, the William Morris agency has planted a show starring Martha Raye with show starring Martha Raye with the American Tobacco Co, Arnold Horwitt and Marty Ritt are being submitted as writers for the dis-play. Horwitt authored sketches in "Call Me Mister," and "Make Mine Manhattan," and has already submitted several sketches for that layout.

layout.

Trend is also evident with the Arrow Show. Ever since Phil Silvers left the display, sketches and blackouts have predominated. "Toast of the Town" has used bits, usually of a Harlem comedy genre. "Admiral Broodway Revue" has been using various sketches almost exclusively.

secularies.

The increasing use of sketch material comes at a time when talent agencies are hard presed from the faces. There's not only an acute searchy of fresh headliners, acute searchy of fresh headliners, ment. Agencies used to saw William ment. Agencies such as William nent. Agencies to the realization that they need the smaller acts as well as the topliners because of mig enough of these acts, consequently the shift has been to skits. The act situation has been made quently the shift has been to skits. The act situation has been made more acute by the restrictions on doubling by N, Y, theatres and cafes. The Capitol and Strand forbid acits to go on video immediately before or during a run at the theatre. The Roxy will permit its acts on video during the last week of the engagement. The

Paramount and Music Hall have no tele tabus. The Latin Quarter in-variably refuses permission for doubling into video, but there have been instances where the manage-ment has acquiesced.

Healthier Biz

Continued from page 1 = Continued from page 1

mess apportunities win as we the
sales curve of the recording business ascending trajelly. They we
and are not record industry people
and knew nothing about the busiand knew nothing about the business.

These numerous venture of
buyers. These numerous venture of
buyers. These numerous venture
business for years and knew
how to merchandise and sell their
business for years and knew
how to merchandise and sell their

Begond Industry man, they

product.

Record industry men who prefer to look at the brighter side, even in the face of possible inroads by constantly expanding television, feel that if the current slump causes retail outlets to simmer down to those with the know-how of selling, then the recording business will be better off.

ness will be better off.

Sales clerks behind real recordgreater behind real recordperienced anyway, are just as confused about the recordings involved in the 'battle of the rpms' as are customers themselves. And,
of eastern disk sales maris, that
fact is contributing as much to the
line of sales as the general publiced of sales as the general publiced of the contribution over the different
Operation of the
Operation of the
Department of the
Operation of the

speed disks.

Operator of the stores asserts that his staff frequently complains that they cannot keep up with the queries of record-buyers, since they themselves do not know all the answers. Some of the clerks are not yet readily familiar with whether a 45 disk will work on a 3345 turntable, or view eversa, and many other angles constantly being thrown at them by customers.

thrown at them by customers. This operator feels that Columbia and RCA-Victor missed one angle in not getting up literature easily understood that up literature easily understood that by literature easily understood that with the product of each. Victor, as a matter of fact, does have a pamphlet available on store counters explaining its product.

UA-Odeon = Continued from page 5 ===

Continued from page 5

illim production as the only means
of realizing dollars on it.

One of the things the Nassers reportedly were trying was to use the
stock as collateral with an American bank for a loan in dollars to be
used for production. That was believed to have been found impossible—of at less the production of the
count that it would have been unfeasible—so that the whole scheme feasible-so that the whole scheme blew up.

50-50 With Rank

59-50 With Rank
What UA owns is a 59% interest
(Rank has the other 59% in the
Odeon Chiena Holdings Co. Chief
asset of the firm is about 2000,000
hares (controlling Interest) in
operating company, UA owned 83,
operating subsid, which It sold in
1947 for about \$700,000 to the
Engle Sub Insurance Co. which,
other shares.

along with Rank, owns most of the other shares: the equivalent of this coin out of the country, since at that time film rentals could be remitted without restriction although the proceeds of the stock sale itself could not be. UA used the could not be. UA used the office of the stock sale itself could not be. UA used of the proceeds of restriction of the British organization instead of taking these expenses out of film rental. That left all of the film rental for remittance. Some other such formula is now being sought.

Palace Vaudfilm

Continued from page 1 =

budget would cause some changes in Loew executive thinking.
Friendly plans to mis standard.
Friendly plans to mis standard and the standard standard and the standard standard

nrst U. S. theatre date on the preem program.

Meanwhile, the Palace opening has excited national attention. Edi-torials, syndicated press features and a flood of, letters from vaude fans all over the country has re-sulted.

OBITUARIES

WITTIAM T SCHILLY

WILLIAM J. SCULLX
William J. Scully, 60 weters
film production manager and
film production manager
film former assistant director, died in
Hollywood, May J. Bie entered in
Hollywood, May J. Bie entered in
Biograph Co.; and went to the
Coast in 1925 to work for Ceell B.
De Mille. Since then he was with
and Universal as production manaper or assistant director. He left
Universal last year to become prograph of the production of the control of the control
Serving on "Three Godfathers' and
"She Wore Yellow Ribbon." He
sixten Directors Guild, member of
Unit Managers Guild, and a trusted
of the Motion Picture Rellef rister
of the Motion Picture Rellef rister
daughters.

CARL THEKER

CARL TUCKER
CART TUCKER 45, paints-composer who gained his greatest success in Paris, died in New York, April 29, Paris, died in New York, April 29, Years ago after having made his home in Paris for many years.

After writing scores for French for "Revue de Paris" and "Fritzie," produced in London a decade ago for "Revue de Paris" and "Fritzie," produced in London a decade ago phonies "Montecuma," "Edge," "Fattasie Cubano" and "Souvenir de Vienna; the concerto, "Iri-de Vienna; the concerto, "Iri-de Vienna; the concerto, "Iri-de Vienna; and the song, "Haunting Perfume."

Son," and the sons, Perfume." Survived by wife, mother and

HENRY VANDERZANDEN

HENRI VANDERZANDEN
Henri Vanderzanden. Belgiumborn musical director, died in New
York, April 29. He was director
of music at the Grand hotel in
he came to the U. S.
Until his retirement, in 1931, he
had conducted orchestras at the
Ritz-Cariton, Astor and AmbasBrook Citub in Saratoga. He also
made several concert tours of Eutope.

rope. Survived by wife and son.

R NORMAN JOLLIFFE

R. NORMAN JOLLIFFE
R. Norman Jolliffe, 62; bartione, died in New York, April 30.
He had appeared with the New York Oratorio Society, the Boston Handel and Hayden Society and the Cleveland, Toronto and New York Symphony orchestras, besides being soloist at many music appearance of the Company of the Norman State of the Company of the Norman State of the Norman Stat

festivals.

He also sang on the original Atwater Kent radio program, the Majestic hour and other programs. Survived by wife, two sisters and

ARTHUR PADEREWSKI

ARTHUR PADEREWSKI
Arthur "Paki" Paderewski, 46,
top. staff artist in Warner Bros.
homeoffice, died May 2 at Beth
David hospital, N. Y.
Paderewski, who had been with
Warners since 1942, was a member of the Art Directors Club and
winner of the Art Directors Club and
win

MRS. JOHN H. MARTIN

Mrs. Julis Sutter Martin, former singer, and widow of John H. Mar-tin, died in La Crescenta, Cal., April 26. Prior to her marriage, she had

April 26.
Prior to her marriage, she had sung in vaude and cabarets in New York in the pre-Prohibition era and for a time had appeared in an operatic trio on concert dates.
Survived by a daughter.

operatic trio on context dates, survived by a daughter. Men Anderson Abe N. Adelson 64, died in Hollywood, April 30, after a heart attack. He was president of benefits bevelopment Corp. and built work of the Managhers: In a married to WB ma

JOHN E. ARDELL

John E. Ardell, 68, screen actor, was found dead April 26 in his au-tomobile in Hollywood, a victim of monoxide gas.

JOHN T. MADDEN

JOHN T. MADDEN
John T. Jack) Madden, former
actor, died April 26 in Moundsville, W. Va.
His work in the theatre was devoted largely to light opera and
musical comedy.

MRS. HALEY LEVER

MRS. HALEY LEVER
Mrs. Alda Gale Lever, 64, contralto, died at her home in Mf. Vernon, N. Y., April 30, Mrs. Lever
had appeared on the British concert stage in a number of oratorios.
Survived by husband and three
hadrages.

Mrs. Katherine Tammen Clark, 79, sister of the late Harry H. Tam-men, editor and co-owner of the Denver Post, died in New York, May 1.

Henry Schuster, 54, electrician on the Paramount lot for 27 years, died April 18 in Hollywood, fol-lowing a heart attack.

Joseph Thomas, 57, mill super-intendent at RKO for 17 years, dropped dead on the lot April 29, following a heart attack.

Jean Charles Young, 57, step-father of Faye Emerson (Roose-velt), died in the Naval hospital in San Diego, Cal., April 28.

Michael M. Menard, 51, screen actor, died April 27 at his home in Los Angeles.

John H. Ripton, 64, retired sound technician and union leader, died April 27 in Hollywood.

Monroe Bennett, 55, laboratory ead at Warner Bros. studio, died n Hollywood, April 24.

Mother, 77, of Al Martin, screen riter, died April 25 in Hollywood.

MARRIAGES

Dorothy Ford to James M. Ster-ling, Phoenix, Ariz., April 25, Bride

ing, Phoenix, Ariz, April 23, Bride is a screen actress.

Iris Bynum to David Way Allerdice, Santa Monlea, April 28, Bride is a former actress; he's an

Bride is a former actress; he's an advertising exe. Marian Keplinger to Frank Orr. Martinsburg, W. Va., April 23. He's publicity director for KeV, Pitts-Ruth Gaber to Rogger Carlin, New York, April 29. He's director of television for Music Corp. of America.

Bloomfield, Longmeadow, Miller to David Dwights, April 29. Bride is a legit and radio actress.

Faith Brook to U. S. Navy Lt. Charles Moffett, London, May 2. Bride is an actress and daughter of actor Clive Brook.

BIRTHS

Mr. and Mrs. Reginald Gardiner, son, Santa Monica, April 24. Father is a screen actor. Mr. and Mrs. Tony O'Dare, son Hollywood, April 26. Mother is former Elaine Love, actress; father

former Elaine Love, actress; father is an actor.
Mr. and Mrs. Billy Wilkerson, son, Hollywood, April 29. Father is a screen actor.
Mr. and Mrs. Herb Rikles, daughter, New York, recently, Father is editor of Television Guide.



MASH AGAIN arcocoanut grove · Ambassador Hotel

FRANKIE LAINE

with CARL FISCHER at the piano

WARIETY W

Nitery Review

COCOANUT GROVE

Nine months ago, Frankie
Laine teed of new talent policy al with the Grove sport at a room, which was a consistent with the Grove sport at a room, which was peak of the company of the

THE Hollywood REPORTER

Laine Solid Smash In Grove Bow

IN LTOVE BOW
Frankie Laine
opened at the Ambassodr's Cocenut
of Corona Used and Indiana
present sudderce.
In the Corona Company
of the Corona Company
of the Corona Company
of the Corona Company
of the Corona
of t

Los Angeles Evening Herald & Express Thursday, April 28, 1949 By OWEN CALLIN

Although Frankle Laine's present commitments are preventing him from courting television, outside of a guest spot or two, the singer believes strongly in the future of television and is ready to take to the seewaves at any time.

to take to the seewaves as any time. River the total seems of the seem

Daily News

LOS ANGELES, CALIFORNIA THURSDAY, APRIL 28, 1749

ERSKINE JOHNSON-ERSKINE JOHNSON—
When Bully like was introduced to Frankie Laine, the new singing ided of the bobby sox set, Rudy said; of the bobby sox set, Rudy said; of the bobby sox set, One of the control of the said some foot. The said some foot or two, Frankie some like no other singer. He proved that at his Coccanit Grov's opening here.

THE MIRROR-

DINING AND DANCING with PAUL V. COATES

I suppose I'm the type that never comes to conclusions until everyone else has arrived. But heyl that Frankie Laine—he's GREAT.

He is a brilliant, unique artist, and if you've never seen him, be ashamed of yourself but get down there—quick!

ON MERCURY RECORDS

Personal Management

GABBE, LUTZ & HELLER

HOLLYWOOD

Record Promotion MILTON KARLE

Publicity **RED DOFF**

GENERAL ARTISTS CORPORATION RIKIC BUILDING + ROCKEFELLER CENTER + NEW YORK | N + + 1 FILE 11 140

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VOL. 174 No. 9

NEW YORK, WEDNESDAY, MAY 11, 1949

PRICE 25 CENTS

HUNT, COBB, MARTIN, PINZA 'BEST'

As in the Radio Fight, Tele Has BMI As a Cushion If ASCAP Too Balky

American Society of Composers, Authors and Publishers and the television industry apparently intend to stand pat on the causes of the breakup Friday (6) of negotiations to establish a rate structure for the use of copyrighted songs on video. No moves have been made, and none seems contemplated, although both factions have left the door open for a resumption of negotiations, in the wordage of official releases.

That Broadcast Music, Inc., established during 1910-41 as a stopaga during the battle then between ASCAP and radio, will now try to fill its role also is apparent. Telestations in N. Y. began Monday (9) calling in artists to warn them to be ready with non-ASCAP music by June 1, when the current extension of ASCAP's \$1-a-year temporary license to television music users expires. And BMI has begun gathering its material.

ASCAP's stance leaves the society this time in a much better position than during its last set-owith radio. The recently renewed contract between the tune-group and radio leaves its income from that source undisturbed, since the pact has some nine more years to run.

In this new battle, ASCAP is seeking only one thing: it desper-

In this new battle, ASCAP is seeking only one thing; it desper-(Continued on page 39)

FCC Puts Q.T. on NUTZ; 18-Yr.-Old B'caster Agrees to Scram Air

Agrees to ocram Air

Minneapolis, May 10.

Federal Communications Commission engineers put the quietus
on a small-town radio station which
had been broadcasting unlicensed
and which didn't mind publicity.
Station was built in a home garage
by an 18-year-old electrician's apprentice, and under call letters
NUTZ had been broadcasting home
talent for two hours on Sundays.
Townspeople at Morgan, Minn.,
Joined in the fun, and broadcasts
became civic parties.

Feature story in Minneapolis

(Continued on page 47)

From His 'Aida' Venture

From His 'Aida' Venture

Mike Todd reportedly had the
Rockefellers, a \$300,000 bankroll
from them, and their Center theatre, in Rockefeller Center, set for
his "Aida" in modern dress, but
decided to call it off. "Bad acoustics" of the theatre was the reported whyfore. Todd is now talking with Anthony B. Farrell for
the Mark Hellinger (nee Warners'
Hollywood) theatre, both as a
bankroller and as a house.

"Aida" has book by and lyrics
by Charles Friedman, heretofore
known as a legit stager. The Verdi
opera has been given a Civil War
setting; Howard Bay is doing the
sets; and the entire venture will
be in the nature of a spectacle, including galloping horses on stage.

(Continued on page 53)

B'WAY BALLOTING

Martita Hunt and Lee J. Cobb have given the best performances of the Broadway season, in the opinion of the New York drama critics. Outstanding note of Valent's annual poll of the professional, first-nighters was the unanimous choice of Mary Martin for the best femme performance in a musical. Erio Pinza got the nod as giving the best male performance in a musical.

Vote of the aisle-sitters was un-

with Anthony B. Farrell for the Mark Hellinger (nee Warners Hollywood) theatre, both as abankroller and as a house.

"Aida" has book by and lyrics by Charles Friedman, heretofore known as a legit stager. The Verid opera has been given a Civil Warsetting; Howard Bay is doing the sets; and the entire venture will be in the nature of a spectacle, including galloping horses on stage.

Cantor Vs. Hearn

Over Belt in The

Back' Video Skit

The William Morris Agency, which found itself in the middle of a dispute between Eddie Cantor and Lew Hearn, each of whom claims to have written the "Belt in the Back" skif, performed by Hearn on the Texaco Star Theatre last Tuesday (3), yesterday (Tues.) finally paid Hearn \$1,000. Agency held up the payment after Cantor (Continued on page 53)

DRAMA CRITICS IN French B'casting System Envisions A 'Western Powers TV Network'

Reissue 'Intermezzo' To Ride Ingrid Publicity

Eagle Lion is rushing to reissue "Internezzo," Ingrid Bergman starrer, to ride the recent front-page fanfare. Pic is one of the six oldies produced by David O. Selznick which El recently took on for renewed domestic distribution. It

renewed domestic distribution. It was not originally planned, however, to send the film out at the present time.
"Intermezzo" goes into the Little Carnegie, N. Y., following "The Guinea Pig," British-made film ow tenanting the house, it will be the second of the six Sckanes by to be released. First, "Snice You Went Away," so far has played 40-50 situations.

Law Would Thaw 'Ice' for Legit Tix To Balk Scalping

Key to the current probe of tick-scalping on Broadway may be Key to the current probe of tick-et-scalping on Broadway may be a New York state law prohibiting the payment of "ice." Existence of the statute doesn't appear to be generally known in the trade, but John M. Murtagh, N. Y. City commissioner of investigation, is reportedly figuring on using it in his drive against speculators. Section 169+ of the General Business- Law, relating to ticket brokers, states, "No licensee shall (Continued on page 50)

(Continued on page 50)

Paris, May 10.

France is paving the way for the creation of a "Western Powers TV Network" via a relay system for an international exchange of programming among the democratic countries of Europe.

It's conceded that France, through the technical advances achieved by Radiodiffusion Francais (French Broadcasting System), is on the verge of something startling in the world of video. Having perfected its 819-line definition which is vastly superior to anything now in existence (compared with the 525-line transmission in the United States and the British Broadcasting Corp.'s 405 lines), the repercussions in terms of France's political and cultural sphere of influence enveloping other Western European countries will be enormous

of France's political and cultural sphere of influence enveloping other Western European countries will be enormous.

But everything is "pour le future." Television in France today is practically a secret. Nobody in Paris talks about it, except the Américan tourists, who leave behind bullish reports on "Monsieur Rorle"

Berle."
In all of Paris and its environs

Koussevitzky Sparks 159G Fund for Orch in Lieu of Retirement Gifts

Boston, May 10.

Serge Koussevitzy, stepping down as conductor of the Boston sympiony orchestra after 25 years, gathered in a cool \$159,000 as the sparkplug of a fund for the orchestra he requested in lieu of any personal gifts to him from a devoted audience and city.

The Koussevitzky fund, for which contributions were received from all over the country, is to be used as a permanent endowment for the orchestra, whose yearly (Continued on mage 53).

(Continued on page 53)

\$500,000 Weekly Gross In 15-20 Theatres Hooked Up For TV Vaudfilm'-Skouras

Twentieth-Fox may win the race among major film companies for the fun, and broadcasts became civic parties.

Feature story in Minneapolis (Continued on page 47)

THIS IS ARMY VERSION MAY BE LEGION-BACKED

Indianapolis, May 10.

Plans-for a peacetime version of Irving Berlin's "This Is the Army," under American Legion sponsoriship, were discussed at the meeting of the Legion's national executive committee here last week laca was presented at session by LeRoy Prinz, Hollywood director who handled filming of original This Is the Army" during the war.

James F. O'Neil, past national commander, said proposed show would feature postwar life of for (Continued on page 54)

Twentieth-Fox may win the race Pacific" might be telecast over the mong major film companies for system. Top names like Crosby, lee introduction of large-screen Hope, Jolson, Cantor, Marx, Allen, leatre television on a day-to-day et al., will be dickered to headet al., will be dickered to head-line star-studded vaude layouts, and pay them far more than they've ever been able to earn be-fore on any personal appearance

fore on any personal appearance dates.

As Skouras envisions it, the inter-connection of 20 theatres should provide a total capacity of some 50,000 seats. By charging only \$1 a head on a two-a-day reserved seat policy, the company should be able to gross up to \$100,000 per day, or more than \$500,000 in a week. Taient will know that it will be playing not to one theatre but to many theatres and, with figures like that to toss around, it should be a comparatively easy job to book the outstanding names in every branch of show business for the theatre video.

Skouras has his sights trained

not only on the current Broadway hits, but outstanding concert artists, the Metropolitan Opera Co. and practically every other phase of the business. Despite the fact that each theatre video performace would reach more people than have ever simultaneously witnessed any strage show in the past. the performers will' still never reach the saturation point. In fact. Skouras believes that transmission of their work via theatre TV will serve as the best trailer yet devised to hypo interest in all plays and artists and make them all the more valuable for the future. Curtailed or modified scripts (because of "strong" language possibly would be a factor. Above all, it's like a film star's personal hypoing his pix, and vice versa.

Another important aspect of the plan is that it will furnish the first definite guarantee that the film (Continued on page 55)

PICKFORD-ROGERS MAY JOIN MR. & MRS. GROUP

JUIN MR. & MRS. URUUP

Hollywood, May 10.

Latest husband-and-wife team to hit the Mr. and Mrs. radio trail may be Mary Pickford and Buddy Rogers. Indie television producer Mal Boyd, who now packages a TV show here starring Rogers, returned from New Yerk this week with plans to team the pair in a 15-minute across-the-board transcribed AM show, It is believed the plan might dovetail with Rogers' video work, which indicates the former film star will continue on a Coast telestation, instead of moving to N, Y, as had previously been considered.

as had previously been considered. Even if Miss Pickford signs for the radio series, it's believed un-ikely she will double into TV.

John Huston found himself in the middle yesterday (Tuesday) of a dispute between members of the One World Committee. Producerdirector is scheduled to receive the annual award - a trip around the world—at a dinner at the Hotel Plaza, N. Y., tonight.

the Hotel Plaza, N. Y., tonight.

Several members of the committee, who have resigned, sent a letter of protest to speakers at the dinner charging that the affair had taken on "promotional characteristics" and that there was "a questionable connection be tween awardees and large contributions by themselves or their sponsors or ferms."

observers took from that Trade observers took from that a possible implication that Huston; his indie unit, Horizon Pictures, or Columbia, which is currently releasing Horizon's "We Were Strangers," had put up coin. Sam Spiegel, Huston's partner, who is in New York, and Columbia execs vehemently denied that implication yesterday. Col. however, is admittedly doing considerable publicity on the dinner. Spiegel declared that the first

Spiegel declared that the first that Huston knew about his selec-tion was when the committee called to ask if he'd accept. Spiegel called to ask if he'd accept. Spiegel said there was no chance of Histon declining to appear tonight, but that he and Nate Spingold. Col v.p. in charge of advertising and publicity, had had huddles with Jacques Ferrand, exce secretary of the award group and an associate, James H. Sheldon, yesterday to get details of the situation.

Spiegel did deny, however, state-Spiegel did deny, however, statements attributed to Ferrand that Huston would give the committee half the proceeds from a pic which he'd made while on the One World tour. Spiegel declared that it wasn't even certain whether such a film would be made. He called all reports so far on the picture idea "premature," as Huston had never gone into details of the feasibility.

Huston, he said, would be engaged on "Quo Vadis" for Metro in Italy until November and then would probably make "Reminiscences of a Cowboy" for Horizon before leaving on the tour.

Glamorizing the Haylofts

Value of a film name to strawhat theatres is best illustrated by offers being made to Hollywood thesps. Some eastern barns are offering as high as 3315% with guarantees that the haylofts can do a minimum of \$7,500 weekly.

At that figure the Hollywoodite

stands to snag \$2,500 per frame but where it leaves the promoter after paying other salaries, advertising, royalties, rent, etc., isn't too

Betty Jane's Cafe Dates

Betty Jane Watson has withdrawn from cast of the Mike Todd musical, "As the Girls Go," at the Winter Garden, N. Y.

Songstress opens in the Cotillion room of Hotel Pierre, N. Y., May

Sarah Churchill's P.A.'s

Sarah Churchill, daughter of Winston Churchill, left for Canada May 6, and will stay till May 21. Object of visit, which is being paid for by J. Arthur Rank, is to exploit her latest pic for Rank, who borrowed her from Alexander Korda, to whom who let borrowed her from Alexander Korda, to whom she is under con-

Pic. which got good notices in London, is titled "All Over the Town." Miss Churchill will also visit America for a couple television appearances.

See 'Set-Up' Scoring Close Verdict Over 'Champion' in Suit

Los Angeles, May 10. Battle between RKO's "The Set-Up" and Screen Plays' "Champion' will be settled tomorrow (11) or Thursday by Judge Pierson Hall in U. S. district court, with indications that "The Set-Up" will win by a shade. It is likely that the

court will order certain scenes eliminated from "Champion" but will not grant RKO's request for the injunction against the entire

After viewing both pictures in their original form and remarking that there were striking similarities in some sequences, Judge Hall or-dered a showing of "Champion" with these scenes eliminated, before making his final decision. As tor the general story trends, he

"Each is a different picture, telling a different story. In "The Set-Up" they try to beautifuy it through showing the fidelity of the fighter to his wife, her fidelty to him and his fidelity to himself. They emphasize in a sordid and pgly pattern that there can be heroic virtues. In "Champion" they emphasize the glorification of promiscuity and infidelity. Through the hero they emphasize and glority in him broken promises and the absence of traits of decency. In "The Set-Up" the whole story revolves around gamblers. In "Champion" the gamblers are in one scene only. "There can be no doubt of the

"There can be no doubt of the similarity of certain scenes. In one scene they both come into the arena and look around, one running down the aisle and the other walking. The fight in 'Champion' is different. It is in the ring, whereas the other is in the alley.

as the other is in the alley.

The judge ruled that the cut version of "Champion," to be viewed tomorrow or Thursday, must eliminate scenes showing Kirk Douglas and Paul Stewart attempting to escape from the statempting the statempt

him."
Attorneys for RKO declared that Mark Robson, who directed "Champion," was employed by RKO when "The Set-Up" was in preparation, that he heard the script and that he talked over the scenes in question long before he went to work on "Champion."



361st WEEK!

KEN MURRAY'S "BLACKOUTS OF 1949"
El Capitan Theatre, Hollywood, Cal. And now in world-wide release "BILL AND COO"

Ken Murray's Academy Award Film

D.C. Nixes Fibbers **On Capital Gains**

Washington, May 10.

Fibber McGee & Molly have got-ten the brushoff from the Bureau of Internal Revenue in the radio

gains deal for their act.

Thus they follow the same pattern as Jack Benny, Edgar Bergen and other bigtime radio packages which have sought to pay the 25% capital gains tax, instead of the much higher personal income tax

rates.
Only / mos 'n' Andy, first in the field, got a capital gains nod from the Bureau of Internal Revenue. This caused real trouble inside the bureau, which tacitly admitted it was a mistake that would never be reposeted.

repeated
The Fibber & Molly request for a capital gains contract with NBC was quietly withdrawn last week after the bureau informed the team's attorneys that it was no

Godfrey Given a 'Piece' To Plug a New Product

Arthur Godfrey has his own capital gains deal through a stock interest in "Spray-a-Wave," femme tal gains deal through a stock interest in "Spray-a-Wave." Femme hairdo liquid which he'll start plugging over CBS at 10:15 a.m., an additional quarter-hour ahead of his usual 10:30-11 morning stint. Understood CBS board chairman William S. Paley objected to Godfrey adding this chore, but the latter was intrigued with the idea of having "in" on a product. "Spray-a-Wave" is a Los Angeles product (Lee Pharmacal Co., of which John Roosevelt, incidentally, is president), with the account placed via the Dancer-Fitzgerald-Sample agency. Lee Pharmacal's Godfrey deal permits him to buy in on the company.

Bing Crosby's daytime disk-jockey series for a fruit concentrate is the only other parallel deal in radio where the sponsor lured a name by giving him a chunk of stock.

M-G's Brit. 'Miniver'

London, May 10. Sydney Franklin Is due here the end of May to make arrangements for the filming of Metro's "Miss Miniver."

Il will have an all-English cast except for the leads, which will be played by Greer Garson and Walter Pidgeon. This would be sequel to "Mrs. Miniver," with sequel to same leads.

LILY AND KOSTY'S TOUR

LILY AND KOSTY'S TOUR

Lily Pons and her conductorhusband Andre Kostelanetz sailed
from New York last week on the
Queen Mary for a four-month Continental tour. Both make a joint
concert appearance June 6 at the
Palais Chaillot, Paris.

Miss Pons is also scheduled to
give a solo performance later this
summer at the same Parls spot before returning to the U. S. in Sepfember, The couple also expects
to sandwich in a vacation at Lido
on the Riviera.

Paris Runaround

New low in cheesecake: smart aleck photog took a worm's-eye angle shot of Ethel ("Tico-Tico") Smith's lower torso, while she was jamming the Hammond. "France-Dimanche" gave it a full page—and she's a church music

"France-Dimanche" gave it a full page—and she's a church music publisher yet!
Errol Flynn ate up the Lido show and wound up in Chaz Chase's act eating a carnation.
Plenty couvert charge: Jacques Fath, dining with Rita and Aly at Maxim's, drew some wedding gown suggestions on the table cloth and walked out with it.
The RKO outpost here gave their boss. Phil Reiman, their must en-

The RKO outpost here gave their boss, Phil Reiman, their must enthusiastic welcome to date.

Yes—we saw it: The Peters Sisters taking turns dancing with little George (Buster Shaver's Olive & George) at the Jockey club.

debuts July 1

Crap debuts July 1 at monte Carlo.

Ilya Lopert sporting his photostated \$54.000 RKO check (for his Rossellini-Bergman ulcer) and his new Cad accessoried convertible.

Emile Boreo (looking great) off to the Riviera for further recuping—thanks to some nice guys who didn't forget.

—thanks to some nice guys who didn't forget.

Louis Hayward and Mrs. en route to Hollywood after six months Italian filming.

Pierre Guerin (Lido op) red-carpeted producer Donn Arden for his great 1948 show, just ended.

Buster Shaver will take bets he can spot a toupee from 50 feet.

Att.: M. Harmonica Rascals:

You will be coming via Paree to your June 6 London Palladium

Jack Siedman, show biz CPA and legit backer, off to South Africa.

Africa.

Hilda ("Anna Lucasta") Simms here studying Josephine Baker.

Fate thou lovely: Richard (pix) Greene escaped death en route from Deauville to Paris when he switched, for no reason from John (Ciro's, London) Mills' car to his friends' car following, and saw Mills and his Mrs. hit a ditch at 100 per, and do the rolling-over routine.

Buster Collier and Ben Lyon beginning to look alike.

Matty Brooks, here to find a garret to script the Val Parnell show, decided he can do quicker in his 30 buck per day London Savoy

his 30 buck per day London Savoy suite.

Height — sight: Franchot Tone climbing up and down the Elife! Tower for Irving Allen directed "Tour Eiffel" retakes.

The Club Champs Elysees needs an attraction pronto—top load—100 bucks per day.

1949 Oscar: Italy's film "Voleur de Byciclette" 'Stealer of the Bicycle', same director as "Shoeshine," it outchamps "The Champ" and has laughs. Rene Clair, after seeing film, "I apologize for having claimed to be a director."

Exit Baker's dozen: If you wanna break even—bring twice as much dongh and cut your stay in half—you and the French franc just ain't gonna get together.

Tune Done for Friends Pays Off for Loessers

Mercury Records will probably market a recording of the new hit. "Baby. It's Cold Outside." cut by Frank Loesser, the tune's writer, and his wife, Lynn. Disk Mercury would release actually was made by the Loessers as a sort of 'first edition." to be distributed among friends, the label carrying pictures of them both. In the event the deal is closed, the Loessers will cut a version of 'Make a Miraele.' from his 'Where's Charley' legit score for the backup.

without a make a minate. Thom his "Where's Charley" legit score for the backup.

Loesser and his wife made the "Baby" disk at a Hollywood recording studio for circulation among their friends because for five years or so they have been doing the tune at private parties. It is widely known by their intimates, It wasn't until Loesser was doing a picture score that he found a spot for it. From Mercury he'll draw the usual 5% of the purchase price royalty.

PHYLLIS CALVERT'S 3D PIC

Phyllis Calvert is due in from England May 18° for her second Paramount picture and her third Hollywood try. Her first was for Universal, on a joint Rank deal, "Time Out of Mind." She did "My Own True Love" last year for Par, and is slated for an Alan Ladd chore this time. Her deal is one-aver in the States. chore this time. Her deal is one-a-year in the States.

Peter Murray-Hill, her husband, himself an ex-actor but now a

prominent antique bookshop owner in London, accompanies her to the U. S.

MARATHON OF BENEFITS FLOORS JERRY LEWIS

Increasing demands on performers for benefit showings is beginning to wear down many top turns. Fact was pointed up Friday (7) when Jerry Lewls collapsed on (7) when Jerry Lewis collapsed on the floor of the Copacabana, N. Y., during the last show. He and Dean Martin, his partner, that week had done seven free shows in addition to the three-displays nightly at the Copa. He recovered sufficiently to go on the following night and also did the radio show Sunday (8). Sunday (8).

Since then, manager Abner J. Greshler has taken the duo off the benefit circuit

Burns in Shape for TV Minneapolis, May 10.

Bob Burns, at the Mayo Clinic, Rochester, for a physical checkup, said the reason for it was his approaching entrance into television.

He has a show ready, he said, and feels that his radio habit of memorizing scripts will now pay off. Setting will be his home town, he said, with show guests and kinfolk dropping in.

Burns said he didn't want to take the TV plunge until sure he could stand up under the work. Check showed, he said, that he was in fine shape and ready to go.

VCI Takeover Cheers Saranac

By HAPPY BENWAY

The following wire from the Variety Clubs' headman, Bob O'Donnell, to Dr. E. Wilson, of the Will Rogers Memorial Hospital here, sure packed a wallop, especially for the many patients who are in the infirmary. Many were worried by sporadic reports the former NVA San, long since renamed in Rogers' honor, would have to fold because of funds shortage. Despite the many out-patients, no new ones were being taken for reasons of cultailed finances. The telegram, accordingly, packed more tonic than any medico could administer. It read:

San Francisco, May 3.

Dear Dr. Wilson:

The Variety Clubs International, now in session for their 13th annual international convention at the Fairmont hotel. San Francisco, send to you, your staff and the patients of the hospital their best wishes and are happy to advise you that the directors of our organization have unanimously ratified the taking over of the hospital by Variety Clubs International. It is our hope that we can complete the taking over details before the end of May. We are all confident that under the great heart of show business the institution will move ahead to help the tubercular people of show business back to normal, healthy and useful lives. We are equally confident that you and your fine staff will find our methods of administering the hospital a friendly and happy one. Sincere and kindest regards.

R. J. O'Donnell.

R. J. O'Donnell, International Chief Barker, Variety Clubs International.

VARIETY Inc. 154 West 46th Street New York 19, N. Y.

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ANGLO-U.S. PIX AMITY MAPPED

N.Y. and Chi Bankrollers Aver Losing 'OPEN' MARKETS R. R. Young Not Selling Eagle Lion; \$1,000,000 Financing Indie Prods.

The ainost impossible time that indie producers are having in getting coin to make plctures is winning them no sympathy from Martin Hersh, prez of the Ideal Factoring Corp., N. Y., which in a nine-year period financed more than 200 independent films. Hersh disclosed this week that Ideal and Walter E. Heller & Co., of Chicago, who were partnered in many deals, between them lost more than \$1,000,000 in their financing of indie between them lost more than \$1,-000,000 in their financing of indie producers.

Hersh's revelation of the heavy

producers.

Hersh's revelation of the heavy losses followed foreclosure proceedings brought against three films in recent weeks and quitclaim agreements by which two other producers have turned over all rights to their product to the Hersh and Heller combine. A loss of \$1,000.000 was suffered on these five pix alone.

The films are "Walk in the Sun," produced by Lewis Milestone and Samuel Bronston, "Bedside Manner" and "Bachelor's Daughter, produced by Andrew Stone; "Paris Underground," produced by Constance Bennett; and "Delightfully Dangerous," produced by Charles R. Rogers. All were released by United Artists except "Sun," which was handled by 20th-Fox.

United Artists except "Sun," which was handled by 20th-Fox.

Both Ideal and Heller are out of production financing for a long time to come, Hersh indicated. He declared that it was entirely an uneconomic operation, with many tomany intangibles for an investor. Same amount of coin can be loaned with a hundred times more safety (Continued on page 16)

Chaplin's 'Verdoux' Grossed Only 325G, Star Withdraws Pic

Star Withdraws I'C Charles Chaplin has ordered United Artists to withdraw from further distribution his "Monsieur Verdoux." Film, which has been in release for just over two years, has played only 2,075 dates in that time and has grossed a mere \$325.000 in domestic rentals.

Producer-star has given UA no indication of his intention regarding the future of the film, except that he wants no more bookings. Dates had been dribbling in at the rate of two to five a week.

Tough time that the Chaplin film has had is seen in the few engagements it has achieved (it might ordinarily have been expected to get 12,000-13,000 dates) and the average of \$150 an engagement which it has earned. Aside from generally weak reviews, the pic Was hadly but he correction of generally weak reviews, the pic was badly hurt by opposition of Catholic church groups which pick-eted theatres that played it and put pressure on managers not to book it.

Tax Break for Yanks

Washington, May 10.

Treasury Department Is considering a plan which would provide a tax break for American firms with a substantial portion of their foreign earnings frozen abroad. The plan would suspend income tax payment of iced funds until such time as they were converted into dollars or spent abroad. This would apply not only to pictures but to all American business.

Scheme would be particularly helpful to the indies who lack the fat bankrolls of the majors. Furthermore, American companies would be in less rush to make films overseas to use up their iced money.

Main question under study in

Main question under study is just how far the Treasury can go without an Act of Congress, Until recently it was felt that the Treasury had very little authority to do anything about this situation. Now, however, there is increasing belief that the Treasury has enough authority to go ahead without waiting for Congress to act,

Feldman Jumps 'Vadis' Gun

Charles K. Feldman is reported figuring on dubbing "Fabiola" in English for U. S. distribution to get the jump on Metro's "Quo Vadis." Feldman recently acquired American rights to the expensive Italian film, which deals with the persecution of early Christian martyrs and covers practically the same historical period as "Quo Vadis."

dis."

Picture is completed, excep for dubbing, while the Metro production goes into work in July.

Top Russ Brass Apparently Will Pick Those U.S. Pix

Request by the Soviet to the Motion Picture Assn. of America last week to ship prints of 25 films to Moscow represents a change of heart by the Russians. Their original plan under the agreement entered into last fall for purchase of American product was to make sections. American product was to make selections from synopses and then have Embassy and consular officials in various parts of the world see the films and report on them. Now the Russians want to make all the selections in Moscow, indicating that the choice of pix for Soviet audiences is a matter for the top echelon only.

Motion Picture Export Assn., coop of American companies, to which is assigned the Russian territory, is now getting the prints

which is assigned the Russian territory, is now getting the prints
together and preparing them for
shipment. Some will be dispatched
from New York and others from
various eastern European countries, where they happen to be
available.

MPEA wants to send a rep with
the pix if the Soviet will provide
a visa. Otherwise, shipment will
be made via the U. S. Embassy,
which will have the prints in
charge and be responsible for assuring that they won't be unauthor-

suring that they won't be unauthor-izedly duped. Choice by MPEA for the assignment of accompany-(Continued on page 14)

JANE WYMAN SAILS FOR MADE-IN-ENG. WB PIC

With the departure of Jane Wyman last week on the Queen Mary to assume a top role in Warners' British-made "Stage Fright," preparations to launch the Alfred Hitchcock produced-directed picture have been stepped up with an eye to start the film before the end of the month at Associated British Pictures Corp. Elstree studios.

Via Frozen-Coin Plan
Washington, May 10.

Wilding and Marlene
Dietrich, who'll also star, are
scheduled to leave from New York

ture have been stepped up with an eye to start the film before the end of the month at Associated British Pictures Corp. Elstree studios.

Michael Wilding and Marlene Dietrich, who'll also star, are scheduled to leave from New York within a week. Former is now holidaying on the Coast with Herbert Wilcox and Anna Neagle: the Meanwhile, Hitcheock is already in England having left two weeks as ago.

Puerto Rico Woos Pix With No-Income-Tax Law Hollywood, May 10.

George Mercader, business unaneager of Walter Wanger Productions, is promoting a plan whereby so llollywood producers may get a round the income tax by making pletures in Puerto Rico, where he was born.

That territorial island, he declares, is making a pitch to attract big business by passing a law abollshing all Income taxes for 12 years. Mercader's project calls for an American film compt pany to establish a corporation in Puerto Rico for the purpose of construction and operating a studio there on a non-taxable basis.

Bing, 'Champion,' 'Wor Continuance of torrid weather, with new records for soaring to mercury for this time of year, cut into biz generally all over the with new records for soaring to his three of year, cut into biz generally all over the with new records for soaring to bis tanza. Some key cities covered by Variety were selected by Variety were select

Compromise formula worked out at the recent Anglo-American Film Council sessions in Washington provide the closest approach in more than two years to amity between the picture industries of the two countries, it was learned yesterday (Tuesday). Company toppers and foreign chiefs, gathered at Motion Picture Assn. of America headquarters in New York, at that time got their first official briefing on the substance of the British compromise proposals.

The accord agreed on provides, they were told by MPAA topper Eric Johnston, the following main points:

1. British producers are to be paid out of freeza stating V.

Eric Johnston, the following main points:

1. British producers are to be paid out of frozen sterling of U.S. companies in England a sum equal to earnings of British pix in this country, plus either 20% of the gross of the films or 30% of the met, for the year ending June 30, 1949. This will aid the British producers in their current problem of financing production.

2. In return for the above, the British Film Producers Assn. undertakes to guarantee playing time on the three major circuits for 100 American "A" pix. Each company is to be limited to 15 pix. BFPA would push for this proviso as a substitute for the present 45% quota (40% after 0ct. 1) and hopes to get government approval.

3. The American companies will (Continued on page 20)

Bankers Still Cautious on Pix

Although production costs have admittedly come down considerably, check of New York and Coast banks reveals they are still being plenty coy about making loans to Indie producers. As one of the filmmakers expressed it: "The only way you can get a loan from a bank now is to prove to them you have so many assets you don't need it."

Combination of factors is behind Combination of factors is behind
the shyness of the institutions
about making advances for films.
Not the least is the confused and
uncertain situation among distributors of indie product—primarily
RKO, United Artists and Eagle
Llon, None of the other companies
is open to this type of distribution
unless it has a considerable financial interest and production control
(Continued on page 16)

Small May Bankroll, Boss Prod.

Goldwyn Back to Coast

Samuel Goldwyn is scheduled to

return to the Coast from New York Friday (13). He will be accom-by his wife, Frances, and his coun-sel, George Schlaff.

Producer has been east about four weeks. He underwent an op-eration in New York from which he has now recuperated but which will limit his activity for some months.

SIMPP Wary Of **Any New Giant Theatre Chains**

Joe Schenek's plan for a new theatre empire may have "copper" yelled on it before it even gets started. Society of Independent Motion Pleture Producers, at two meetings in New York last week, decided the file a squawk with the Dept. of Justice,

SIMPP members see in the SIMPP members see in the conscircuits into a chain of possibly as many as 300 houses a potential monopoly. Indie producers' objection to such ""st skeins of theatres is that they wield buying power which forces producers to accept lower rentals than would be possible via deals with independent houses or less powerful chains.

Regarding the protest, Ellis G. Arnall, prexy of the Society, declared: "It is much easier to keep a monopoly from starting than it is to break one up after it's estab-(Continued on page 14)

FILM INDUSTRY JOBS, PAY UP LAST MONTH

Employment in the film industry took an upward swing, both in average pay checks and in the number of jobs, according to California State Labor Statistics Bulletin for last month.

Average earnings were \$97.50 per week, the highest in any California industry, while the employment index moved up to 67.5%, compared with 63.9% during the previous month, although 9.5% below the mark in 1948.

Robert R. Young, dominant stockholder of Pathe Industries, has no intention of permitting the sale of Eagle Llon or loss of its control by Pathe, the railroad magnate Indicated yesterday (Tues.) In a wire to Vaniery from his Greenbrier lotel at White Sulphur Springs, W. Va.

Negotiations being pressed on the Coast by Serge Semenenko, First National Bank of Boston veepee; Arthur L. Krim, resigned EL prexy; and Robert Benjamin, Pathe director, with Edward Small are apparently aimed at Small's entry Into the company as studio chief and partial bankroller, Young's statement implied.

The four huddlers, in a series of

Young's statement implied.

The four huddlers, in a series of meetings at Small's Palm Springs residence, have reached no solution to the future of EL, according to dispatches from the Coast, Nothing further will be done until Young arrives on the Coast later in the week.

To the VARETY query whether he intends selling the company, Young replied: "Pathe soon hopes to have allied with it additional resources not only to reopen its studio but to finance outside productions as well." Young's entire statement played up an intention (Continued on page 14)

Reade and RKO Also K.O. Newsreels Because Of TV's Inroads on Timeliness

The newsreels lost another bat-tle in their war with television when several large circuits within the last couple of weeks moved to cancel bookings in a number of their important houses. Most re-cent to take action on the reels are the Walter Reade and RKO chains, In both instances, it is understood that the feeling that tele has cut ground under the reels motivated the cancellations.

the cancellations.

Reade has called off all bookings RKO, last week, advised the companies that it is discontinuing playdates in a number of houses in

(Continued on page 16)

National Boxoffice Survey

Record Heat Sloughs Trade—'Flamingo, 'Belvedere,' Bing, 'Champion,' 'Women,' 'River' Best Bets

"Barkleys of Broadway" (M-G Continuance of torrid weather,

"Barkieys of Broadway" (M-G) shapes as ace new picture on Basis of sock preem week at N. Y. State.
"Younger Brothers" (WB), another new film, is nice in Omaha but just okay in St. Louis. While leading K. C., it is barely good there.
"Big Jack" (M-G) is dull in Wash-

"Big Jack" (M-G) is duit in Wash-ington and thin in San Francisco. "Bride of Vengeance" (Par) is proving as mild around the keys as it was in N, V, "Boy With Green Hair" (RKO), lively in Louisville, is only bkay in Montreal.

Fan" (20th), sturdy in Baltimore, Polss good in Chicago and oke in Frisco. "Out-post in Morocco" (UA) is drawing mild classification on its showings in Boston and L. A.

"Wake of Red Witch" (Rep) is doing okay in so-so Buffalo. "Ad-venture in Baltimore" (RKO cur-rently is fading fast. "Sun Comes Up," due at N. Y. Cap this week, is only fair in Minneapolis.

"Pride of Yankees" (RKO, re-issue, shapes very big in Toronto but not so good in Frisco and Washington. "Life of Riley" (U) is doing good biz in slow Seattle.

(Complete Boxoffice Reports on Pages 9-11).

VARIETY

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Radio
Radio Reviews
Records
Frank Scutly

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Television Reviews 29
Vaudeville 42

Finalized Sales Plan Primed For B. O. Mutuality of Both 20th-Fox and Exhibs

5 on Own in U.S.

No 'Revolutionary' Sales Techniques — Increased REP DECIDES NOT TO Local Autonomy Aimed to Achieve Greatest CFII DIACTICS CHIEF Yield to Exhib and 20th

Twentieth-Fox prez Spyros P. Skouras, stiffing the claims in certain indie exhibitor quarters that the so-called "Al Lichtman plan" for higher film rentals had been shelved, reveals today (Wed) full details of the new company sales policy. It is designed to bring 20th what it claims should be a more equilable share of the box-office dollar.

Plan involves no revolutionary new distribution techniques. Skouras pointed out that it was based on results of the 7.000-mile survey taken by 20th veepees Lichtman, Andy W. Smith, Jr., and Charles Einfeld, and declared the survey indicated "existing conditions do not call for revolutionary plans." But, he said, conclusions based on the survey revealed that "it is now possible and desirable to institute certain improvements in distribution methods which will prove beneficial to those playing our product."

Highlights of the plan include:

Highlights of the plan include:

- 1. Exhibitors, for the most part, will be given their choice of buying product on percentage or flat rental terms, but "every opportunity must be given a good picture to earn its full potential for both the exhibitor and the distributor."

 2. Complete authority, has been
- 2 Complete authority has been given 20th's field staff to wrap up deats.
- 3. Sliding scale, described as the "incentive method" of playing pletures, is to be used for most percentage bookings.
- 4. Clearances are to be reduced 4. Clearances are to be reduced wherever necessary. In addition, 20th plans to create multiple first and subsequent run engagements in large cities, "where they can be arranged for the mutual benefit of all interests involved."
- 5. Company will concentrate on helping the exhibitor merchandise his product. Primary attention will be paid to prumoting certain types of pictures in those localities where it is known they should do business.
- 6. Special attempt is to be made to convince small town exhibs to abandon the practice of playing top pictures only on mid-week dates, in favor of westerns and Bs on weekends. According to Skouras, "we want to give such exhibitors every incentive to play the best picture on the weekend, regardless of whether it is percentage or flat rental."

 In announcing the plan Skourabandon or such as the 6. Special attempt is to be made convince small town exhibs to

age or flat rental."

In announcing the plan, Skouras reiterated that, unless drastic steps are taken to meet the problem of rising costs and declining grosses, "film revenue will no longer sustain the continued production or exhibition of high-quality motion pictures." He lauded Lichtmann proceedings of the property of the lauded Lichtmann procedure of the plant of the lauded Lichtmann procedure of the lauded motion pictures." He lauded Lichtman for spearheading 20th's move, noting that Lichtman's career "as head of distribution for a number of major companies always has impressed me as having been most creative, with a view to the long-range betterment and greater prosperity of all branches of our business."

Skouras also noted that this is

ness."
Skouras also noted that this is the original plan—that 20th to date had talked only about formulating had talked only about formulating the policy and had never declared it had already been set, as had been claimed by many exhib organiza-tions. Before final details could be worked out, he said, It was nec-essary for the trio of veepees to make their survey, during which they analyzed the sales operation of all company exchanges and ex-amined methods of exhibition and exploitation in all parts of the country.

20th's Cosmo Buy

SELL PLASTICS SUBSID

Decision by the Republic Pictures board recently to withdraw from the market for proposed sale its wholly-owned subsid, the Consolidated Molded Products Corp.. resulted from a combination of financial and legal considerations. Rep's improved fiscal situation over that prevailing when it was originally decided to sell CMPC a little over a year ago makes it less attractive now to dispose of the subsid.

attractive now to dispose of the subsid.

On the legal side, it was decided to withdraw the company from the market because lawyers weren't certain that the authorization by the stockholders to sell it still held good. Since the original deal for which shareholders had given approval did not go through and there was another annual meeting in the interim at which the authorization was not specifically reization was not specifically re-newed, attorneys feared that a pos-sibility of a stockholder suit ex-

sibility of a stockholder suit existed.

CMPC makes plastic items not connected in any way with films. This was one of the reasons for the decision to sell it. The other was that Rep at the time could well have used the \$850.000 which was being offered.

Calvert (John) Switches To Prod. as 'Falcon' Exits

Hollywood, May 10.

John Calvert, magician, is going into film production on his own with a program of four pictures in which he will double as star. First is "Windswept," a western with a goldmining background.

Meanwhile, the "Falcon" series in which he starred for Film Classics, will be discontinued.

Buck Still Bringing 'Em Back Alive, in Pix

Hollywood, May 10.
Frank Buck is about to bring his
film career back alive with a wild
animal tale titled "They Kill to
Live." to be shot in-the jungles of

Live," to be shot in-the jungles of Malaya.

Varn will be produced independently by Richard K. Polimer without an immediate release outlet. Reeves Eason is tentatively slated to direct, with Jean Willes as femme lead. Filming starts June 20, with Singapore as the first location.

Sir Alexander Korda, who currently has in the U. S. five of his British-made pictures for which no releasing arrangements have been set, may distribute some of them himself. Deals are pending with major distribs on others. Korda also made a decision on a significant switch in policy concerning American distribution of his films during the two-and-one-half-week stay in the U. S., from which he returned to London last Sunday (8). Whereas, he had been previously sticking fast to the plan of selling his product outright for American release, he is now willing to accept percentage deals. "The Winslow Boy" may be the first of his pix which will be distributed by Korda's own London Film Production, headed in this country by Morris Helprin. Others will come from a group of four which are felt to have their market in art houses rather than in general situations. They are "The Last Days of Dolwyn," an Emlyn Williams film; "Saints and Sinners," made in Dublin with the Abbey Players, and "The Small Back Room," made by Michael Powell and Emeric Pressburger. Korda's office here will attempt "Continued on page 16) Statement of Policy By Spyros P. Skouras

By Spyros P. Skouras

In recent years, all branches of the motion picture industry—Production, Distribution and Exhibition—have been caught between a rise in costs and some decline in boxoffice. Unless steps are taken to resolve this pressing problem, film revenue will no longer sustain the continued production or exhibition of high quality motion pictures. I have sought an answer to this problem based upon three principles, which always have been uppermost in my mind:

That the stability of this industry and its esteem and influence throughout the world must be constantly fought for and advanced;
That the prosperity of this industry requires a prosperity in all three of its major branches: Production, Distribution and Exhibition;
That progress is safeguarded only by the encouragement of the production and exhibition of quality motion pictures.

The challenge continuting our industry today had to be met by alert, intelligent, straightforward action. Therefore, it was only natural that I should turn for assistance to my old friend. Al Lichtman, for whom I have always had the greatest respect as a genuinely constructive thinker in our industry. His career, as head of distribution for a number of major companies, slways has impressed me as having been most creative, with a view to the long range betterment and greater prosperity of all branches of our business.

I turned to him for this task. I felt that he was the one man whose

to the long range betterment and greater prosperity of all branches of our business.

I turned to him for this task. I felt that he was the one man whose recommendations would be aimed solely at having the exhibitor and the company obtain the best possible returns from our pictures in all types of theaties.

Together with Andy W. Smith, Jr., general sales manager, Mr. Lichtman initiated a survey which involved an analysis of the sales operation of all our exchanges, meetings with exhibitors, as well as a careful study of all of our contracts with every theatre. These gentlemen examined the methods of exhibition and exploitation of our finns in all types of communities throughout the country.

Charles Einfield, who heads our advertising, publicity and exploitation, also participated in the survey and was most valuable because of his wide knowledge of general industry affairs.

Now, the survey has been completed, the facts analyzed and a number of conclusions have been reached. These conclusions have been thoroughly discussed with every member of our sales organization and with a number of outstanding, representative exhibitors, both large and small.

It is these conclusions which form the basis of the 20th Century-Fox Sales Policy. They indicate that existing conditions do not call for revolutionary plans. But they have revealed to us that it is now possible and desirable to institute certain improvements in distribution methods which will prove beneficial to those playing our product. It is this policy that I mow present:

Sales Operation

"Wisdom of Eve." a Cosmopolitan mag short story by Mary Orr. was purchased by 20th-Fox for \$3.500 last week. Yarn was also dramatized by Miss Orr for radio and heard on NBC in January.

Fox producer Joe Mankiewiez wanted the drama of a ruthless gal who aspires to be a stage star to combine with another story which he is now preparing. Author also wrote "Wallfower." Broadway play of several seasons ago which was filmed by Warner Bros.

Now, the survey has been completed, the facts analyzed and a number of conclusions that been reached. These conclusions have been thoroughly decisions have been reached. These conclusions have been reached to the large and small. The subjects that existing conditions do not

Quality Product the Key

Decision by 20th-Pox to give most exhibitors their choice of percentage or flat rental deals, coupled with major emphasis on the sliding scale for per-centage playdates, means most of the responsibility for 20th's profits now rest in the type of pictures the studio can turn

pictures the studio can turn out.

In line with that, 20th prez Spyros P. Skouras declared production chief Darry F. Zanuck is fully acquainted with the new distribution plan. Recognizing the need for a well-rounded lineup to meet the varying tastes of audiences in all parts of the country and throughout the world, the studio boss is now working on the 20th roster for 1950-51 and is already planning product for the year thereafter. Major emphasis is to be placed on a balanced output of pictures, designed to lure more people into theatres in both the big cities and small town and rural areas.

1st Runs' Biz Will **Determine Flats**

Exhibitors who prefer to buy 20th-Fox product on a flat rental basis will have a chance to get as fair a share of the boxoffice dollar as if they were operating under a sliding scale system, according to 20th sales toppers. Flats are to be based on the commensurate performance of each picture in the first run situations in each territory. Thus, if first run dates show a film has high-grossing potentialities, the smaller situations will be charged a higher flat rental than if the same picture does not live up to expectations in the original playdates. playdates

Twentieth sales veepee Andy W. Smith, Jr., it is recalled, attempted to put through a special flat rental system for the so-called sub-subsequent run theatres sometime ago. Plan never gained much success, however, since it required those exhibs to reveal their house operating expenses, at which most balked. Smith and the other 20th execs who worked out the new sales policy believe their nationwide survey of exhibition methods gave them a fresh perspective on theatre owners' problems, which should lead to an equitable designation of flat rentals.

In addition. 20th's decision to In addition, 2011 8 uccision to the field salesmen should help give exhibs a fair shake, it is believed, Distrib personnel working in the field, according to 20th execs, are fully acquainted with each exhib's problem and also know the gross-problem and also know the grossfully acquainted with each exhib's problem and also know the grossing capacity of his house. Since they are the ones who will okay almost every deal, they'll be able to get together with the exhibs to work out the "equitable distribution" of the boxoffice dollar stressed by 20th.

In order to delegate authority as fully as possible, the new sales plan provides for each division head, branch manager and sales-man to "conduct his business in his own territory as if he were the owner of that business."

L. A. to N. Y.

Ed Ashley S. N. Behrman Lester Cowan Ja Eisinger Jo Eisinger Clark Gable Betty Garrett Stanley Gilkey Barney Glazer Mildred Munson Gough Mildred Munson Goi Nancy Hawks Dick Haymes Leland Hayward Van Heflin Morris Helprin John Hoyt Robert Montgomery Jack Paar Larry Parks Harry Platt Hank Sanicola Bill Spier James Stewart Clinton Sundberg Helen Traubel John van Druten

Europe to N. Y.

Joseph Friedman Leonard Hammond E. R. (Ted) Lewis Mrs. Jack L. Warner

Highpowered Men In Field to Okay 20th-Exhib Deals

gate complete authority for selling pictures to its field toppers, 20th-Fox this week realigned its divi-Fox this week realigned its divi-sional setup, creating three addi-tional departments and moving two homeoffice distrib exces out to the field. Move is seen as put-ting the most qualified men in po-sitions where they'll be able to ap-prove or nix the contracts referred to them by the salesmen and branch managers.

to them by the sateshen and branch managers.

Under the changed lineup, Martin Moskowitz, heretofore exec assistant to sales veepee Andy W. Smith, Jr., takes over as chief of the Empire State division, supervising operations in the New York, Albany and Buffalo exchanges from his N. Y. headquarters. His successor in the homeoffice post has not yet been designated. Other ho, exec moved to the field is Edwin Aaron, heretofore circuit sales manager, who takes over as midwest division chief, headquartering in Kansas City. He'll supervise operations in Kansas City, St, Louis, Des Moines, Onaha, Minneapolis and Milwaukee.

Other division chiefs Include Ed

Other division chiefs include Ed Callahan for the New England ter-ritory, headquartering in Boston; Howard Minsky, for the mideast, with headquarters in Philadelphia, and Raymond E. Moon in the cenand Raymond E. Moon in the cen-tral division, headquartering in Chicago. Unaffected by the change are Herman Wobber's western divi-sion, headquartering in San Fran-cisco; the southern division, super-vised by Harry Ballance, with headquarters in Atlanta, and Ar-thur Silverstone's Canadian divi-sion.

In announcing the new setup, 20th emphasized the changes were accomplished with no personnel cutbacks. Instead, qualified personnel were upped from h.o. positions to more responsible posts in the field.

Mankiewicz Wins SDG Trophy for 'Letter'

Hollywood, May 10.

Screen Directors Guild handed its fourth quarterly award for "directorial achievement to Joseph L. Manklewicz, who piloted "A Letter to Three Wives" for 20th-Fox Vote covered films released in the L.A. teritory, during the fourth possible for the control of the control o territory during the fourth quarter of 1948. Annual winner will be named at the yearly meeting of the Guild, May 22.

Three other quarterly winners were: Anatole Litvak for "The Snake Pit;" Fred Zinnemann, "The Search," and Howard Hawks, "Red River."

N. Y. to L. A.

N. Y. to L
Richard Beckhard
Maurice Bergman
Harry Brand
Joseph I. Breen
L. Wolfe Glibert
George Glass
Jean Hagen
Ben Henry
Stanley Kramer
Marilyn Maxwell
Gilbert Miller
Ginger Rogers
George Schlaff
Norman Siegel
Robert Walker
Max E. Youngstein
N. V * C.

N. Y. to Europe

Geraldine Brooks Ann Corio Geraldine Brooks
Ann Corio
Norman Evans
June Havoc
Arthur W. Keily
Mr. and Mrs. Jesse L. Lasky. Jr.
Wladimir Lissim
Gerald A. Mayer
Dean Murphy
Frank Pope
Joseph H. Seidelman
Sam Stecker
Bob Williams
Hyman Zahl

STILL HERE

Henry Morgan

1948 PIX BIZ PROFITS PAR '45

Wanger Bullish on 'Joan' Gross, **RKO Noncommittal at This Time**

White Walter Wanger last week stimated that his "Joan of Arc" would gross between \$9,000,000 and \$10,000,000 in the U. S. and Canada. RKO sales execs in New York declared it was utterly impossible, so far as they were concerned, to make an estimate yet. They admitted they were running into considerable opposition to the \$1.20 admission price, which was having a weakening effect on bookings and at the b.o., but said that the policy would be continued, as it appeared likely to be the way for getting top coin out of the Ingrid Bergman starrer.

likely to be the way to getting topcoin out of the Ingrid Bergmanstarrer.

Pic has played about 600 dates
so far, and has around \$1,700,000
in the till. Aim is to get 6,000
bookings, it possible, at the uppedadmission rate, then pull the fin
for six or eight months and start
it around at regular prices. No
time limit has been set by which
the 6,000 advanced-admission bookings must be achieved, and any
time that the saturation point
appears to have been reached by
the fact that no more contracts are
coming in, distrib will declare an
end to the upped admish policy.

It is figured that whatever coin
is obtained from these high-priced
runs will be gravy, since it won't
have too much effect on the biz the
film does when It hits the regular
(Continued on page 20)

(Continued on page 20)

la.-Neb. Exhibs' Gamut From Rita and Ingrid To Television and B.O.

Des Moines, May 10.

Rita Haymorth and Ingrid Bergman came in for some pointed discussion here last week at the annual convention of Allied Theatre Owners of Iowa and Nebraska. Move for specific censure of individuals was turned down after exhibs aired threats by patrons to boycott films starring personalities in the news.

boycott films starring personanties in the news.

Truenan S. Rembusch, National Allied treasurer, scouled fears that television would replace the theatres. Pointing to the fact that there are still many tele bugs to be cleared. Rembusch declared: "You have nothing to fear from television in your territory for years—if ever." Rembusch offered the opin-lon that video would augment busi-

(Continued on page 14)

IA Omits Wage Hike, Yens Other Benefits

Testing a national formula likely to be used by other locals of the International Alliance of Theatrical Stage Employees in future contract negotiations, lab technicians N. Y. Local 702 is bypassing wage hike demands in favor of decreased hours and increased requirements. welfare provisions in current bargaining sessions with exces of the major eastern labs. Local 702 has been presenting its demands in "feeler" talks with the com-panies but has received no definite Peaction as yet

panies but has received no definite reaction as yet. Theory of the strategy, also being by large non-show business unions, stems from the recent halt in the inflationary pressure on prices which has cut away the basis for wage demands. Lab union's negotialing committee, representing about 2.000 workers, is asking for increased vacation time and sick leave in addition to a couple of hours reduction in the 40-hour week schedule.

Fairbanks' Shift
Hollywood, May' 10.
Douglas Fairbanks, Jr., shifted his production program to close a deal to star for Alexander Korda in "State Secret," to be filmed in Europe this summer. Contract calls for a percentage of the profits, "Secret," will cause a state of the profits.

Add Exhib Headaches

Add Exhib Headaches
Des Moines, May 10.
Midwest nabe exhibs have a
new problem stemming from
the inflated cost of baby sitters
in this sector. Because the tab
for baby sitting is high, some
parents have been known to
park their kids in the local
theatre. Once the tykes are
seated, this type of parent
wanders off in the direction of
local taverns and other night
spots.

local taverns and other man spots, The rub is that the parents too frequently fail to show at closing hour. leaving exhibs with the problem of getting the small fry home and then combing the countryside for the missing grownups.

\$3,000,000 From France This Year: Prod. May Up It

Paris, May 10.

U. \$. film companies will get more than \$3,000,000 in, remittances out of France during the current fiscal year and, with general economic conditions improving, prospects are good for the Yank firms getting more coin out via production here. French are planning to considerably ease the restrictions which have limited desire of the Americans to make films in this territory.

sire of the Americans to make films in this territory.

Bulk of the money going to the U. S. is payments under the revised Blum-Byrnes agreement of last year, which provided compensation for money trozen prior to June 30, 1947, and for some current income. Three regular quarterly payments have been made so far on the \$2,500,000 yearly which was agreed on to pay off the funds frozen prior to mid-1947. The three remittances have totaled a little more than \$1,800,000. They are going into an escrow account a little more than \$1,800,000. They are going into an escrow account and not being divided by the U. S. companies pending the outcome of arbitration now going on before Will Hays to determine how much each distrib is entitled to. Companies are also receiving from France 80% of the \$1,250,000 annually they are to get for four years to count toward current earnings. The remaining 20% is being (Continued on page 20).

(Continued on page 20)

14 SCRIBES READYING 12 PROPERTIES AT U-I

12 PROPERTIES AT U-I

Hollywood, May 10

Writing mill at Universal-International is working up steam will

14 seribes at work on 12 seripts
slated for early production.

Writers and their stints are:
Oscar Brodney, "Half a Buccaneer;" Maurice Geraghty, "Tomahawk;" John Champion and Sam Newman, "Hell Gate;" Arthur Horman, "Frame-Up;" Roy Huggins, "Fugitive from Texas;" John Klorer, "Panther's Moon;" Lee Loeb, "Sing Your Way Out;" Joel Malone, "Moon Over Java;" Martin Ragaway and Leonard Stern, "Ma and Pa Kettle in New York;" Lewis Meltzner, "The Bowie Story," and Robert Richards, "Customs Burcau: Confidential."

U's 17 in Next 6 Mos.

Douglas Fairbanks, Jr., shifted his production program to close a deal to star for Alexander Korda in "State Secret," to be filmed in Europe this summer. Contract calls for a percentage of the profits, "Secret" will cause a delay in Fairbanks' own shooting schedule, consisting of "Knights of the Round Table." "Happy Go-Lucky" and "The Caballero."

U.S 12 In Itea Villas Will be released to universal during the next six months under plans set by the months under plans set by the half-year lineup are three pix of J. Arthur Rank, first British-made features in many months to get general release treatment. Sumber of pix stotted for the arres holds to the pace set at the beginning of the year.

\$90,000,000 IN '47; SEE '49 UP

By IRA WIT

Film industry profits for fiscal 1948 just scratched a total of \$52,000,000, equalling 1945, the last year of the war. It represented a fairly steep dip from '47 when the seven majors (United Artists excepted) garnered some \$90,000,000 for the year. With the total weighed down by wholesale write-offs of expensive pix which failed to niect negative costs, it now becomes apparent that the 1949 total net will forge considerably ahead of the '48 take.

to meet negative costs, it now becomes apparent that the 1949 total net will forge considerably ahead of the '48 take.

Paramount, sixth company to report, again nailed down first spot among the majors with \$24,357,102 for the '48 semester. Airing its take this week, Par's figure compares with \$31,440,477 net in 1947.

Its gross revenues slid to \$173,528,284 against \$186,301,570 for the previous 12 months.

Only company yet to report is RKO. After wholesale writeoffs on expensive weakies, that outfit came up with a loss of \$356,024 for the nine-month period. RKO report will be made within the next 10 days. Since its final quarter was fairly satisfactory and most of the losses on pix already taken, it is understood that the company will show an approximate profit of \$500,000 for the year.

Par's equivalent earnings on common stock came to \$3.63 per share or, 6.715,039 outstanding of (Continued on page 18)

(Continued on page 18)

UA Moving Into German Market

Setting up of a distribution outlet in Germany is a prime item on the agenda of Arthur W. Kelly. United Artists exec v. p., who look off for Europe Monday (9). He's heading also for London to make further attempts to convert. UA's Odeon Theatres holdings into dollars and to try to get circuit bookings for UA pix. He'll also go to Italy to ink a deal with Ferrucio Caramelli for distribution of UA product there.

Projects on Kelly's schedule came in for discussion Monday nforning by the UA board, just before he left. Meeting otherwise was more or less routine with nothing further heard of efforts during recent months by owners Mary Pickford and Charles Chaplin to sell the company.

UA is planning to have a German national set up its Reich organization and handle its product on a percentage basis. Kelly will ureet with the company's prospective distrib, whose name has not been disclosed, in Paris to make necessary arrangements

No Coin From Reich
Yank firms are not getting any income out of the Reich at pres-

Yank firms are not getting any income out of the Reich at present. All they are getting is actual expenses, which are coming out of

(Continued on page 14)

Mono-ABP's Quartet

Although four scripts have been decided upon to launch Monogram Pictures-Associated British Pictures' long-term joint production program, identity of the properties awaits a joint announcement from both companies. Stories were chosen last week by Monogram toppers Steve Broidy and Norton V. Richey as well as Associated execs Robert Clark and William Moffat.

Managing director of Associated

Managing director of Associated Managing director of Associated British-Pathe, Moffat returned to Britain last week on the Queen Mary after a week's stay in-New York. Also sailing was Clifford Dickinson, Mono-AA rep for the United Kingdom. Meanwhile, Clark is on the Coast conferring with Broidy on the film-making venture which is slated to start in England next September. The ABP head may return to Britain late this week.

Goldwyn's Plan for Org to Aid Indies Stalled by Hughes' 20% Balk

Co. by Co.
With all profit figures in for fixed 1948 except for RKO, the official score for the year of each major is listed below. In the case of Universal, total represents a loss.

Company	'48 Net	'47 Net
Paramount	\$24.357.102	\$31,440,477
20th	12,500,000	14.003,640
Warners .	11.8:17.000	22.094.000
Metro .	5.309,659	11.626.427
Columbia .	565.000	3.707.000
RKO .	500.000*	3.085.847
Universal.	3.162.812	3,230,017

FCCWon't Nix NBC TV Shows for Pix Theatres—Denny

NBC exec veepee Charles R
Denny denied reports this week
that NBC would be prohibited by
the Federal Communications Commission from building programs
for exclusive theatre television use.
Those raising the issue maintained
that NBC was licensed to operate
in the public's "interest, convenience and necessity" and would
therefore be violating its license
by building shows for which a
theatre would charge admission
and which would not be available
for home reception.

Denny, who was chairman of the
FCC before moving over to NBC,
pointed out, however, that the network in itself held no license from
the Commission. Licenses are
held by the individual stations
owned-and-operated by the web.
Thus, he claimed, NBC will be able
to package programs for exclusive
theatre tele use under its present
corporate setup and without seeking special permission from the
Commission.

In answer to a letter from Gael
Sullivan, exce director of the Theaafter Owners of America, on NBC's
potential assistance in getting theatter Owners of America, on NBC's
potential assistance in getting theatter Ustarted, Denny listed two
other types of programs that might
be available to theatres. These
include special events, which are
(Continued on page 14)

GINSBERG'S \$260,000 TOP PARAMOUNT PAY

Paramount's compensation to its officers and directors during 1948 climbed a shade to a total of \$1,-253,235 against \$1,199,783 doled out in '47. Two top officers. Leonard B. Goldenson, theatre chief, and Henry Ginsberg, studio veepee, took fairly substantial raises. Goldenson's paychecks were upped \$13,000 to a yearly stint of \$104,000 while Ginsberg's pay was hiked to \$260,000 from a previous \$241,000.

Barney Balaban, company's prez

\$241,000.

Barney Balaban, company's prezagain received \$156,000 for the year plus an expense allowance of \$20,800. Charles M. Reagan, erstwhile sales veepee, took \$91,000.

Adolph Zukor, board chairman, \$110,080; Y. Frank Freeman, studio veepee, \$130,000, and Austin C. Keough, veepee and general counsel, \$91,000.

counsel. \$91,000.

Simpson, Thacher & Bartlett, attorneys active in defending Paramount in the Government antitrust suit, were paid total legal fees of \$210,750. Hemphill, Noves & Co., brokers, took \$75,904 while the Manufacturers Trust Co. was paid \$31,035 as stock transfer agent and trustee of Par's pension plan.

Samuel Goldwyn and Howard Hughes are currently in a polite hassle that is stalling renewal of the producer's distribution contract with RKO. Inability to come to an agreement grows out of an extensive new plan by Goldwyn to aid and promote other indies, for whom he would provide financing, studio facilities, distribution and sales supervision.

Goldwyn and Hughes have

ing, studio facilities, distribution and sales supervision.
Goldwyn and Hughes have agreed to extend for 60 days the date by which the producer must pick up his option on the highly favorable 20% distribution deal he holds. It is hoped the added time will give them opportunity to negotiate an agreement satisfactory to both sides. In any event, Goldwyn is expected to renew.

Producer's pact with RKO expires June 30 and he is required to give formal notice 30 days earlier of his intentions to stick with the company. He now has until Aug. I to pick up the option, with the new contract becoming effective Sept. I.
Goldwyn's current pact provides that he may distribute through RKO the product of any other indic, but that it must bear the Goldwyn Presents." These films are entitled to the same 20% terms that Goldwyn's personal productions get.

Important producers, however, (Continued on page 18)

(Continued on page 18)

Took 5 Scripts to Get Breen OK on Young's Illegitimacy Picture

Despite its theme of illegitimacy. The merald Productions "Not Wanted" won the green light from the Joe Breen office after submission of a fifth script. It was a long, hard pull Collier Young, who co-produced with his actress-wife lda Eupino, said in New York Monday 19). Both he and Miss Lupino authored the screen treatments on the story which they bought from Malvin Wald and Paul Jarrico.

Budget on "Not Wanted," according to Young, will tally around \$400.000 when final figures are in. Film Classics is distributing. During a two or three week stay in town Young and Miss Lupino will confer with FC toppers on a June release of the picture. Unlike most FC product, "Not Wanted" will likely open at some other Broadway house, possibly the Globe or Rivoli.

Emerald's second yearer, "a

Globe or Rivoli.

Emerald's second venture, Young revealed, will be "Never Fear," a picture which will deal with the polio problem. He and hls actresswife already have written 50 pages of the story that's based to a large extent upon some of her own experiences. It's tentatively due to go before the cameras late in June, FC may handle release although Emerald's deals with the distribare on a picture-to-picture basis.

'Pan' Start Gives Disney Record 6 Features Lensing

Hollywood, May 10.
Production activity on the Walt
Disney lot hits a postwar high with
the start of "Peter Pan." making a
total of six features with a combined budget of more than \$15.non non

000,000. Other productions on the Disney agenda are "Treasure Island," liveaction picture, and four animations, "Hiawatha," "The Adventures of Ichabod and Mr. Toad," "Cinderella" and "Alice in Wonderland"

Henry Willson Joins FA

Henry Willson Joins FA
Hollywood, May 10.
Henry Willson, who resigned
several months ago as assistant to
David O. Seiznick following a sixyear association, has returned to
the talent agency biz in an exec
capacity with Famous Artists.
He was veepee of Zeppo Marx
agency for seven years before joining Seiznick.

It Happens Every Spring

1 Happens Every Spring
(ONE SONG)

Twentieth Fox release of William Perlberg production. Stars Ray Milland. Jean
Peters. Paul Douglas; features Ed Beglev.
Ted de Corsia. Ray Collins, Jesse Rovee.
Landis. Directed by Lloyd Bacon Screenplav, Valentine Davies, based on story
by Davies. Note Dorothy Spencer; title
sons, Mark Gordon and Joseph Myrow.
Friviewed N. V. April 26, 49. Running
tone. 87, MINS.
Veinon Singleneaf
Paul Douglas
Forenseaf
Stone
Dolan
Ted de Corsia
Paul Douglas
Forenseaf
Fo rrices end N. V., April 26, 49, Running Kume, K., MINN. Vernon Simpson Bernard State State

Twentieth-Fox scripter Valentine Davies, who hit his mark as a comedy-fontasy writer with "Minacle on 34th Street," has done it again in "It Happens Every Spring." Story of a college chemistry professor who becomes a bigleague baseball pitcher, "Spring has a slight fantasy twist similar to the Santa Claus angle in "Minacle" that provides just as much humor. In addition, it has Ray Milland and Paul Douglas, and to a lesser degree, Jean Peters, to add marquee lustre. Tieing all these in with the exploitable baseball format, it looks like a four-bagger all my boxoffice.

Credit for the original story—

and it's a nifty—goes to Shirley W. Smith, student registrar at the Univ. of Michigan. Smith penned his yarn about the chemistry profession who, in searching for a bug detergent for trees, comes up with a solution that will repel any wood coming in contact with it. Already bitten with the baseball bug, the pedant immediately hits upon the idea of rubbing the formula into a hall. Results are self-evident. He talks his way into a crack at the big leagues, wins 38 games and the-World-Series his first season and then, through a lucky accident, is able to bow out happily and return to his college lectures. Davies has fashioned the yarn into a fast-paced and chuckly screenplay, adding the fanciful romantic touches to give the film a wider audience appeal. While more could probably have been done with the story twist to transform some of those chuckles into belly laughs, there are enough advantages taken of it to maintain the obvious tongue-in-cheek mood for which both Smith and Davies were striving. Scene has been moved from Michigan to another university, probably Missouri, to get it closer to the St. Louis Cards, for whom the prof supposedly pitches. While no legit ballplayers appear, the baseball atmosphere, both on the field and in the clubhouse, looks as authentic as the college sequences.

Cast is a lengthy one but Milland and Douglas carry almost the entire load alone. Milland is the college sequences despite the role being completely different from anything he has essayed heretofore. Technical aspects of his pitching will pass with went the most rabid ball fans, and he looks equally at home in the classroom or in the clinches with Miss Peters Douglass, as Milland's catcher, gets free rein on his mugging in a role taliored to his talents. He, too, looks good in the baseball seenes.

Rest of the cast, under Lloyd Bacon's smart direction, fares acceptably. Miss Peters demonstrates little thesping ability as Milland's vis-a-vis, but the part doesn't call for much; so she' gets by. Ed Begley, as the ball club's ow

rvision, especially in the base-scenes, is standout. itle song, eleffed by Mack

ball scenes, is standout.

Title sope, cleffed by Mack Cordon and Joseph Myrow, is already building on disk lockey shows and jukeboxes. In the film, however, it gets no spotlighting, being aired only over the opening spedits.

French Nix Sartori Shorts

Paris. April 26.

French cinema administration has denied the request of William Sartori to provide shorts for his programs by cutting down feature

Authorities contend the shorts constitute new pix and have to be imported under the quota.

Miniature Reviews

"It Happens Every Spring" (20th), Ray Milland, Paul Douglas in baseball comedy-

fantasy; good b.o. prospects. "The Lady Gambles" (U). "The Lady Gambles" (U).
Barbara Stanwyck in a slowpaced story of a psychiatric
gambler; okay boxoffice.
"The Judge Steps Out"
(RKO). Mildly entertaining
comedy of a jurist's last, middle-aged fling.
"Roughshod" (RKO). Overlong western, for duals and
action houses.

long western, for duals and action houses.
"The Window" (RKO), Socko suspense. No marquee strength but strong, exploitable entertainment.
"Amazon Quest" (FC), Routine jungle adventure pic for dualers.
"Ball "The Control of the strength of

"Roll, Thunder, Roll" (Color)
EL). Another in "Red Ryder"
eeries for Saturday matinee
rade (EL

series for Saturday matinee trade.

"O utlaw Country" (SG).
Good Lash La Rue oater; okay for padding double bills.

"Arctic Fury" (Indie). Saga of the Arctic's flying doctor, okay for special bookings and dualer in general situations.

"The Germans Strike Again".
(Greek) (Indie). Greek farce about postwar Athens; strictly for Greek language houses.

"Don Quixote De La Mancha" (Spanish) (Indie). Cervantes' yarn made into elaborate film; mainly for foreignlanguagers.

The Lady Gambles

The Lady Gambles
Universal release of Michel Kralke prouniversal release of Michel Kralke protreaton, Stephen McNally; features Edith
America John Morally; features Edith
Angled by Halsted Welles: camera. Rusell Metly; editor, Milton Carruth; music,
rank Skinner, Tradeshown N. Y. May
.49. Running time, 18. MIVN.
and Bouthe Barbara. Stanwyck
and Bouthe Barbara. Stanwyck
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tuth Phillips Edith Barret Preston
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orrigan
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Leith Barbara.
Stephen McNally
tuth Phillips
Edith Barret
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lank Clerk
Onv
Leif Erickson
lank Clerk
Deter Leets
Stevenson
fg. Stitherland
Don Beddoe
fres Sutherland
Nama Bryon
fres Stitherland
Nama Bryon
fres Stitherland
Frank Moran
Fran Joan David Booto-Corrigan Ruth Phillips Dr. Rojac Barky Frenchy Chuck

"The Lady Gambles" marks another film entry in the psychiatric sweepstakes—this time of a gal who becomes a gambling addict because of a guilt complex. Loosely-contrived story carries a modicum of interest and is technically well done but still bears overtones of earlier pictures on basically the same subject. With Barbara Stanwyck on tap to embellish the marquee, it should appeal to the femme audlences and will hold its own in most situations.

Story meanders too long for top

femme audlences and will hold its own in most situations.

Story meanders too long for top results. Veiled hints are tossed out from time to time on the reasons for the gal's mental instability but, when it is finally revealed at the end of a slow 98 minutes, the story twist has lost its punch. Scripter Roy Huggins and director Michael Gordon tee off the story on a fast pace, and interject several promising bits of business to maintain interest, but the overall pace is slow.

Miss Stanwyck is the lady who gambles and the role is practically a tour de force for her, giving her numerous opportunities for emotions, ranging from humor to hysterics. She does her usual capable job. Standout in the film is Stephen McNally, as the professional gambler who takes her under his wing until she snafus even his operations with her excesses, then drops her cold. Robert Preston does an equally capable job as the husband who gives her up as a lost cause but finally, with the aid of a friendly police doctor, cuts through the mental block and wraps up the film for a h, ppy ending.

Supporting cast works accept-

wraps up the film for a h ppy ending.

Supporting cast works acceptably. John Hoyt is good as the medico and other okay bits are turned in by Elliott Sullivan, as McNally's hood, and John Harmon. Phil Van Zandt and Leif Erickson as members of a gambling syndicate. With Las Vegas gambling ioints competing with the Boulder down for honors, the picture is mounted on lush and authentic sets. Other credits hoisted by producer Michel Kraike include a neat mood score by Frank Skinner and good lensing by Russell Metwork. Milton Carruth's cditing, hough, is on the debit side. hough, is on the debit side

K. C. Tsien, general manager of China Film Enterprises of New York, has left to join the de-nationent of mass communications for the United Nations Educational, Scientific and Cultural Organiza-tion.

The Judge Steps Out

The Judge Steps Out
Hollywood, May 10.
RKO release of Michel Kraike (Sid Roell) production. Stars Alexander Knox.
nn Sothern: features George Toblas,
haryn Moffett, Florence Bates. Frieda
neascort, Myrna Dell, ian Wolle. Directed
y Boria Ingister. Sercenplay, insister and
nox; based on story by Ingister and
nox; based on story by Ingister and
total production of the story of the story
to a story by Ingister and
to a stor Nan
Chila
Evelyn Balley
Mrs. Winthrop
Hector Brown
Chief Justice Haynes
Catherine Bailey
J. hn Struthers III Florence Bales
Frieda Inescort
Myrna Dell
Ian Wolfe
H. B. Warner
Martha Hyer
James Warren
Whitford Kane
Ilarry Hayden
Anita Bolster

nn struners III James Warren Dr. Boyd Waitford Kane Judge Davis Illarry Hayden Martha Martha

capable.
Michel Kraike produced under Michel Kraike produced under the executive supervision of Sid Rogell, giving the story a good, but not expensive, physical dressing. A sound lensing job by Robert de Grasse and other technical credits expertly frame the production. Brog.

Roughshod

RKO release of Richard H. Berger (Jack J. Gross) production. Stars Robert Sterling, Glorla Grahame, Claude Jarman, Jr. Directed by Mark Robson, Screenstory by Peter Viertel: camera, Joseph F. Biroc: editor, Marston Fay, musical director. C. Bakaleinikoff. Tradeshown N. Y. May 6, '49. Runing time, '88, MINN, Clay Robert Sterling Marchael Control of the C Roughshod

"Roughshod" makes a valiant at-tempt to get away from the stereo-typed western with its multiple chase scenes and formula stories. But despite a game try, the film falls short since its plot is too thin to stretch over the 88 minutes' run-

One Woman's Story

One Woman's Story" ink), tradeshown in New rk, Monday (9), was re-(Rank), trane... Vark, Monday York, Monday (9), was reviewed in Variety from London, Feb. 9, 1949, under its original label "The Passionate Friends." Reviewer felt that the "polished acting, masterly direction and an excellent script" put it "in the lop rank of class British productions." Pie was also cited as being "in telli gent entertainment worthy of support from American "In telli gent entertanment worthy of support from Ameri-can audiences." Further ap-praisal noted that yarn, a tri-angle drama involving a mar-ried couple and the wife's for-ner lover, "has been clearly mer lover, "has been clearly keyed to the boxoffice and should reap a harvest in situa-tions which appreciate so-phisticated British entertain-

ment."
Pic, 'which stars Claude
Rains, Ann Todd and Trevor
Howard, is being released in
the U. S. by Universal.

Devil in the Flesh

"Devil in the Flesh,"
French - made, which opened
at the Paris theatre, N. Y.
Monday (9) was reviewed in
VARIETY from Paris, Oct. 1 Monday (9) was reviewed in Variety from Paris, Oct. 1, 1947, under its original title, "Le Diable au Corps." In liscritique of the film, which he tabbed as "smasheroo," reviewer Maxi noted that the risque script about a college boy's affair with a soldier's wife "doesn't contain the slightest bit of obscene or salacious material, even by implication." "Top drawer" direction by Claude Autant Lara, "exemplary" acting by Micheline Presle and Gerard Philipe in the lead roles plus "good" performances by the rest of the cast, were all cited in the review as making film "suitable screenfare for the most punctilous."

tilous."

Pic was awarded a prize in Brussels during the International Film Festival in June of '47. The U.S. showing has been delayed by a censorship wrangle with Customs authorities, but minor cuts have been made to get the film approved by both Customs and New York State censors. A.F.E. Corp. is releasing the film in the U.S.

ning time. Sharper editing would speed pace but, in any event, the market for this entry lies in the duals and action situations.

Drawing upon a story by Peter Viertel, scripters Geoffrey Homes and Hugh Butter have built their tale around Robert Sterling and Claude Jarman. Jr., two brothers who are journeying from Nevada to their California ranch with a herd of thoroughbred horses. Complicating their trip are four gals.

to their California ranch with a herd of thoroughbred horses. Complicating their trip are four gals, politiely called "dancehall hostesses" who have joined the two ranchers on the trail after the femmes' wagon broke down.

Sterling faces another obstacle toward safe completion of the trek in the escape of convict John Ireland, who bears him a grudge. These story threads all combine to bring about a fair amount of suspense for the filmgoer who naturally wonders whether Sterling will find a solution to his troubles. But there's a long, listless interval before Ireland is disposed of in a spirited exchange of rifle fire. For the fadeout Sterling is on the verge of wedding Gloria Grahame, the dancehall operator, whom he previously spurned through most of the footage.

Sterling is credible as the strong.

the footage.

Sterling is credible as the strong, silent he-man. Jarman is capable as the former's adolescent brother, while Miss Grahame is pert and understanding as the No. 1 entertainment queen. Ireland racks up' a standard performance as the heavy. Jeff Donnell, Myrna Dell and Martha Hyer, the remaining "hostesses," aren't too convincing, Supporting players are generally competent.

Direction of Mark Robeon fails

competent.

Direction of Mark Robson fails to measure up to the class jobs he did on "Champion" and "Home of the Brave." Production mountings of Richard R. Berger are adequate. Lensing of Joseph F. Biroc is good as is the musical score of Constantin Bakaleinikoff.

The Window

Hollywood, May 10.
RKO release of Frederick Ulman, Jr.,
production. Divercederick Ulman, Jr.,
production. Divercederick Ulman, Jr.,
production. Divercederick Ulman, Jr.,
production. Divercederick Ulman, Jr.,
Servenplay, Mel Dinelli; based on story by
Cornell Woodrich: camera. William
Steiner: music, Roy Webb: editor. Frederic Knudtson. Tradeshown May 9, 49.
Running time. 23 MINS.
Rarbara Hale
Tommy
Mr. Woodry
Mr. Kellerton
Paul Stewart
Mrs. Kellerton
Ruth Roman

Mr. Kellerton Ruth Roman Mrs. Kellerton Ruth Roman Mrs. Kellerton Ruth Roman Trend towards turning out extremely effective entertainment without big names and on small budgets is pointed up by RKO's "The Window." It is a show that can be highly recommended and it is a piece of suspense entertainment seldom equaled.

There are no unnecessary frills. to get in the way of its taut story-telling and the 73 minutes' running time is packed with a tremendous amount of drama. The potent word-of-mouth values back up its "sleeper" quality and will go a long way towards offsetting the lack of marquee strength, particularly in the more extended play-dates.

Producer Frederic Ullman, Jr. and director Ted Tetylaff started with a sound scripting Job on a good, tight story and wisely refrained from introducing any fancy touches that would distract from the great force built up by the extreme simplicity in handling. None of its dramatic meat is overplayed, tendency being towards underplaying in every-scene and the sus-

pense comes over with a powerful

pense comes over with a powerful wallop.

"Cornell Woolrich's story made tense reading in print as "The Boy Who Cried Wolf." It's even more gripping as filmed. It is the story of a boy whose imagination conjured up wonderful stories of adventures. When he sees a murder committed, no one will believe the yarn because of his reputation as a romancer. The killers believe it, though, and it is their altempts to silence him before someone should listen that build the yarn to a sock climax in a condemned and abandoned New York tenement.

The casting is nigh perfect. from Bobby Driscoll as the young boy; Barbara Hale and Arthur Kennedy, his parents; and Paul Stewart and Ruth Roman as the killers. Each contributes strongly to the picture. The first three are unusually sympathetic, without being sticky, and the latter pair are—exceptionally good as the menace, driven to their deeds more by circumstance than sheer badness.

Mel Dinelli wrote the forceful

sheer badness.

Mel Dinelli wrote the forceful

Mel Dinelli wrote the forceful script that keeps punching continually with honest dialog and logical situations under Tetzlaff's solid direction. Picture shows the result of pre-production planning and proves again the entertainment advantages of forethought over off-the-cuff filming. Both the William Steiner lensing and the Roy Webb score are keyed perfectly to furthering the suspense alms and Frederic Knudtson has done a crisp editing job to help the fast pace.

Amazon Quest

Film Classics release of Agay (Max Alexander) production. Stars Tum Neal, Carole Matthews, Carole Donne. Directed by S. K. Seeley. Screenplay, Al Martin, additional dalog, Louis Stevens: story, Irwin Gielgud; camera. Guy Rowe; editor, Norman Cerf. Prevlewed N. Y. May 6, 49, Running tlme, 75 MINS. Tom You Neal

c.,75 MINS.

Tom Neal
Carole Matthews
Carole Donne
Joe Crehan
Ralph Graves
Don Zelaya

Roll, Thunder, Roll!

Roll. Thunder, Roll:

(COLOR)

Eagle Lion release of Equity Pictures derry Thomas) production. Stars Jim Bannon: features Don Kay Reynolds. Emmett Lynn. Marin Sals. Directed by Lewis D. Collins. Screenplay, Paul "Red Ryder": camera (Cinecolor). Cilhert Warnenton: editor. Frank Baldridge: music, Ralph Stanley. Tradeshown N. May B. Running time, 57 MNN.

1989. Running time, 57 MNN.

1989. Running time, 57 MNN.

1989. Running time, 57 MNN.

1980. Run

Another in the "Red Ryder" series. "Roll. Thunder, Roll." mixes plenty of chases and fisticula action with a fair helping of gunplay and humor, plus a dash of heart interest. It's got the stuff for the Saturday matinee trade.

Story is simple, but weaves in a mild whodunit plot. A band of raiders is plaguing the valley, rustling cattle, firing ranch houses and dynamiting buildings—all of which provides footage that will hold interest of young ticket buyers. The masterminds benind the raids try to pin the blame on El Concjo, a Mexican Robin Hood, by leaving his trademark—silver conchas—wherever they strike. But Red Ryder, played by Jim Bannon. (Continued on page 18)

(Continued on page 18)

PAR SPEEDS 2-CO. SPLIT BY JULY

Industry attorneys believe an early decision in the Government's anti-trust sult against all the majors but Paramount and RKO is in the offing. Reports to that effect are emanating from the Federal courthouse. In addition, it is noted that neither Presiding Judge Augustus N. Hand nor his associates, Judges Henry Goddard and Alfred C. Coxe, have taken on an assignment since reserving

Judge Algustus A. Hand to this associates, object the violetand alfred C. Coxe, have taken on an assignment since reserving decision on the monopoly suit.

Since the court calendar is overcrowded, it is believed the three judges are working on the decision with the intention of getting it out of the way before turning to other matters. Curbstone opinion of industry legalites is that the court will not order any general divorcement but will probably direct a partial divestiture of theatres in closed situations to open the way for competitive exhibition.

RKO's Minority % in Butterfield **Theatres Fetched Around \$1,450,000**

est in the Butterfield circuit last week dramatizes the big gains by way of ready cash which both RKO and Paramount will score in the liquidation of partnership houses under their anti-trust consent deunder their anti-trust consent decrees. In selling its stock holdings In Butterfield to the chain's management for an estimated \$1.450, 600. RKO's profit amounted to over \$1,000,000 or 300% over the book value, it has been learned. The differential spells a pattern for other up-and-coming transactions and a tremendous pushoff in working capital for the two new theatre companies.

theatre companies.

Typical of other partnership setups, RKO acquired its Butterfield interest many, years back at a far lower cost than current inflated theatre values. Since then, company leas carried the stock interest on its books at its original value. Prospectus of both RKO and Paramount list hundreds of houses at values far under what they will bring under present market conditions.

ket conditions.

Of the more than \$1,000,000 profit from the Butterfield deal. RKO must pay a 25% capital gains tax unless it can write off the amount by taking a loss on other deals. However, the differential between book value and present market worth on other theatres makes the possibility of taking a tax loss unlikely.

Direct to Theatre Teasure

Direct to Theatre Treasury

Cash, after the tax deduction, will go directly to the theatre ving as part of its treasury when wing as part of its treasury when the new company gets going late this year. Unlike Paramount, where a division between the two companies takes place until a \$15,000,000 figure is hit, all cash accumulated from partnership dissolutions lands with the theatre unit. RKO circuit, however, is making an outright transfer of \$10,000,000 from its coffers to the production-distribution company as part of the splitup plan.

Formula for the sale by any of

the splitup plan.

Formula for the sale by any of the Butterfield pards of their stock Interests called for a price fixed by appraisal of the theatres. Because this would extend proceedings for six months or so, both sides agreed to negotiate a price without going through the complex procedure fixed by partnership contracts. It is thought that Paramount, which also holds a milnority stock interest in Butterfield, will also seek to shortcut past the appraisal technique.

RKO held a 10% cut in some 100 houses and 25% in the remaining 25 theatres. Circuit, headed by ex-Paramounter Monte Gowthorpe, blankets Michlgan.

'Champion' Wins Douglas Top Billing in L.A.

Los Angeles, May 10.
Since he clicked in "Champion,"
Kirk Douglas has been upped on local nabe marquees in pictures where he brackets.

Stephens Buys Pair

Hollywood, May 10. William Stephens, currently making "Deputy Marshal" for Robert L. Lippert Productions, bought-two properties for production on

Yarns are "Murder M.D.," an expose of medical racketeers, authored by Ralph Bors, and "Crossed Wires," a tale of heroic telephone Wires," a tale of heroic telephone linemen, written by John Wiltse,

Variety Clubs Elect O'Donnell

San Francisco, May 10.
Variety Clubs International wound up its 13th annual convention here Friday 6f with election of Bob O'Donnell. International chief barker, for the seventh consecutive time. During the five-day conclave of the organization's 35 tents, \$2,800,000 was pledged toward their respective charities for 1949-50. For 1948-49 the 34 tents, which had pledged \$2,020,000, actually expended \$2,346,000.
Other new International officers

had pledged \$2,020,000, actually expended \$2,346,000.

Other new International officers chosen at the meeting are Marcus Wolf, of Indianapolts, replacing Carter Barron as first assistant chief barker; Jack Bergsin, Philadelphia, taking over as second assistant chief barker, replacing C. J. Latta; Murray Weiss, of Boston, took over as property master, vacated by Berisen, George W. Eby, Pittsburgh, became chief dough guy, replacing Wolf. Through a constitutional amendment, Chick Lewis, New York, was elected International press guy, which post he held by appointment previously. O'Donnell also reappointed Col, William McGraw, of Dallas, executive director: Nathan D. Golden, Washington, D. C., chairman of the Heart Committee; W. H. Lollier, Los Angeles, sergeant-at-arms, and James G. Balmer, Pittsburgh, barker, Barron, who stepped down as first assistant chief barker due to his activities in Washington, was (Continued on page 18)

RKO Seeks to Clarify Mpls. Clearance Snag

Mpls. Clearance Snag

Minneapolis, May 10.

With more and more independent neighborhood theatres demanding the earliest 28-day clearance and the Paramount circuit also seeking the speedy availability too, for additional houses, RKO is taking the lead in a move to try to clear up a situation that apparently is getting out of hand. Walter Branson, its western sales manager, may come to Minneapolis soon, accompanied by some of the company's attorney's to thresh the matter out.

A new demand from one theater.

where he once occupied lower brackets.

Now he is billed above Laraine Day and Keenan Wynn in "My Dear Secretary"; above Jeanne Crain, Linda Darnell and Ann Sothern in "A Letter to Three Wives," and above Burl Lancaster and Lizabeth Scott in "I Walk Alone,"

JAN. 1 DEADLINE

Paramount is speeding its split-up into two companies with the idea of getting the separate units into operation months ahead of the Jan. 1. 1950, deadline set by the consent decree. By July 1 of this year, under present plans, the physical division is expected to be complete. The legal division will take place later but undoubtedly long before the must date fixed by the decree.

Distribution forces are already getting set to treaf the wholly-owned Paramount chain as though it were a rank outsider. By the July date, Par's product will be sold to the circuil on a theatre-by-beatre and michure-by-nicture. sold to the circuil on a theatre-bytheatre and picture-by-picture
basis. This action is strictly voluntary since the anti-trust rules on
sale of product to the new-born
indie circuit do not apply until
legal separation becomes a fact.

Speedup in application of these
rules is considered a dry-run by
Paramount toppers. The plan is for
the two units to treat each other
as completely separate companies in

as completely separate companies in advance of the division so that all operations will be conducted with-out hilch when the split is in

out men when the spir is in.

To get the separate operations going by July, business of moving the two companies into separate floors of the Paramount bidg, homeoffices is already getting under way. It is likely that theatre execs, currently sharing the ninth For 7th Term

floor.

Emphasis on speed in getting the two separate operations going was pressed on sales staffers attending the New York regional sales meet which continues through today (Wed.). Plan of Alfred W. Schwalberg, distribution veepee, calls for sale of Par's features to the henceforth labeled United Paramount Theatres on the basis of what each pic is worth in each situation. Previously, film was grooved

what each pic is worth in each situation. Previously, film was grooved to the circuit on various formulas which will no longer be applicable. During the first day's session (Mon.), both Austin C. Keough, veepee and general counsel, and Louis Phillips, his chief aide, expounded for two hours on the effect of the decree. Keongh and Phillips took up the legal document point-by-point in a careful analysis. Schwalberg: Norman Slegel, studio publicity chief: Ted O'Shea, ass't sales head; and Leonard Goldenson, theatre topper, also spoke.

Betty Hutton to Do Indie Biopic of Theda Bara

Hollywood, May 10.

nonywood, May 10.

Silent film star Theda Bara's life story will be enacted by Betty Hutton in "The Great Vampire," an independent production by Buddy De Sylvia for Columbia release.

Sylvia for Columbia release.

It will be Miss Hutton's first loanout job in her seven years of stardom at Paramount. Picture goes into work in October with De Sylvia collaborating on the screenplay with Jack McGowan.

play with Jack McCowan.
Playing oldtimers is developing
into a flutton habit. She played
Pearl White in "The Perils of Pau-line" and will portray the caree
of Mabel Normand in, the Mack Sennett biography before taking or Theda Bara.

Phil Waxman's Indie

Film version of Stratey Ellin's novel, "Dreadful Summit," may be produced either in New York or France by Philip Waxman, who holds the screen rights to the

Maxman, who produced last sea-on's Broadway entry. "Strange Bedfellows," sailed last week for aritain to ink an American direc-tor, now in England. He'll also ex-plore possibilities of shooting the picture in Patis.

See Early Ruling in U.S. Suit 'REHEARSING' FOR Here's a Ripley: Par Having Woes Selling Its Own Chi Subsid, B&K

Galloping Gael Sullivan

Gael Sullivan, exec director of the Theatre Owners of America, headed below the Mason & Dixon line over the weekend to address the Georgia Theatre Owners Assn. at their annual convention. Sullivan then goes to Washington for huddles with Government officials before returning to New York. He takes off again next week to do a repeat job on the Arkansas Theatre Owners Assn., which is staging its annual convention at that time.

Par Steps Up **Drive to Cut** Partner Ties

Y. Frank Freeman, Paramount's studio exec currently east in home-office huddles, may take an active part in the company's present maneuvers to cut the ties on its partnership theatre holdings. Freeman, it is reported, has been asked to trek to Dallas for confabs with Karl Hoblitzelle, Par's pard heading the 170-theatre Interstate cirhard Hobitzelle. Par's pard heading the 170-theatre Interstate circuit. He was formerly theate exec supervising Par's own chain, and is a close personal friend of Hobitzelle.

Interstate is high on the agenda of Park methodish bustless activity.

Interstate is high on the agenda of Par's partnership-busting activities. With all ton theatre exces of the company working at top speed to meet the consent decree's requirement of one-third dissolutions within a year, additional expert help from company personnel will probably be drafted.

Pot was kept boiling last week when Leonard H. Goldenson, theatre chief, quietly opened talks with

tre chief, quietly opened talks with E. V. Richards in New Orleans, Goldenson made the trip along with Walter Gross, chief counsel in the theatre wing. Duo returned from the south Friday (6).

Meanwhile Robert M. Weitman.

from the south Friday (6).

Meanwhile Robert M. Weitman, recently appointed southern division head, and Hal Pereira, company's real estate expert, are eyeing theatres in Florida and the surrounding terrain. Weitman is expected to make recommendations on what houses he believes the company should retain, the condition of the theatres and his guess on price.

Similar trip to the Coast has been undertaken by Edward L. Hyman, another divisional chief, accompanied by legalite Selig Seligman. Twosome are booking overhouses scattered through the west, including those in Californix, Utah. Oregon and Washington.

At the same time, final negotiations are being pushed with Hunter Perry, head of the 15-theatre Dominion circuit, as well as with pards in the Comerford chain consisting of 86 houses, mainly in Pennsylvania. On another front, attempts of E. M. Loew, New England theatre op, to buy out both Paramount and its partners in the Maine & New Hampshire circuit of 28 theatres are reported stymled over price difficulties.

Set Designers Challenge **NLRB** Jurisdiction Vote

NLRB Jurisdiction Vote
Hollywood, May 10.
Screen Set Designers, Local
1421, challenged all the ballo's cast
in the recent major studio election
of set decorators, SSD, currently
excressing jurisdiction over decorators, made its protest to the National Labor Relations Board on
the ground that unfair labor practice charges against the IATSE are
still pending.

tree charges against the LATSE are still bending. NLRB chiefs in Washington will be called upon to decide whether the set decorators will continue with Local 1421, affiliate with the LATSE or function as an independ-ent local.

In one of the strangest developments in exhib-distrib relations i ments in exhib-distrib relations in a long time, Paramount and its own almost wholly-owned subsid, the Balaban & Katz circuit, have fallen out on a number of controversial Issues. Par has not sold or booked a single film into the B & K chain in the past month. Said to be involved in the dispute in a sum of approximately \$500,000 which the Paramount distribution wing claims is owing to it by the B & K subsid.

Reportedly, negotiations are be-

which the Paranount distribution wing claims is owing to it by the B & K subsid.

Reportedly, negotiations are being pushed now between John Balaban, B & K head, and James J. Donohue, Par's midwest division chief with Par's homeoffice execs also in close touch with the situation. It is believed that if the till is not ironed out shortly, Par will begin selling away from the B & K first-run Loop houses.

Understood part of the argument has been stewing for almost two years and then suddenly came to a boil in the past couple of months. It revolves around previous formula deals between B & K and Par which have since been dropped as verboten under antitrust decisions. The theatre chain, it is said, had claimed adjustments running to approximately \$500,000 on formula transactions and has been withholding rentals to make up the difference. Par's distribution wing, on its part, asserts that the shoe is on the other foot. It vants to collect the \$500,000 plus other sums claimed to be owing.

Faster Clearances

Recently, Par's distrib wing is said to have asked for speeding up on avallabilities by B & K's Loop houses. In line with its campaign elsewhere for a more rapid liquidation of product, it wants to get faster first-run bookings in Chi. According to reliable sources, B & K balked at the application of the rental adjustment dispute, have become even more edgy.

Both B & K officlals here and Paramount sales stafters are hopeful that the tiff is cleared my While Paramount own some 98%

Both B & K officials here and Paramount sales staffers are hopeful that the tiff is cleared up. White Paramount owns some 98% of the B & K chain, the latter has had autonomy for many years which excitains the possibility of a wrangle between the parent company and its own subsid. Moreover, the distrib wing is driving for a better showing on its own behalf while the theatres oppose any switch which would make its operations more difficult.

Minn. Amus. Not Hit Hard by Par Decree

Minn. Amus. Not Hit

Hard by Par Decree

Minneapolis, May 10.

Minnesota Amus. Co. (Paramount circuit) is not affected to any considerable extent by Paramount's consent decree, and the big and prosperous theatre chain comes through only slightly scathed.

Partnerships at LaCross, Wis., Fairmont, Minn., and Madison, S. D., and a pool at Jamestown, N. D., must be terminated. Also, in Rochester and Winono, Minn., where it now has four and three theatres, respectively, It's limited to the operation of two first-run houses each.

One first-run house must be reliquished, too, in each of nine cities and an unspecified ron theatre, and an unspecified ron theatre, and an unspecified ron theatre in each of two other towns. The nine cities where the single first-runs are to be dropped are Minneapolls, St. Psul, Mankato and St. Cloud, Minn.; Fargo and Minot, N. D., and Aberdeen, Huron and Watertown, S. D. Austin, Minn., and Eau Claire, Wis., are the offer two towns where one theatre each must be sold.

The Government's purpose, of course, is to open the vacious aforementioned towns to competition. In Duluth, Minn.; Grand Forks, N. D., and Sioux Falls and Mitchell, S. D., first and second houses have to be designated, and pictures can't be moved over from the first to the aecond first-run stand. The decree terms must be met by Sept. 2.





They point to M-G-M for the toppers of the season!

TALK ABOUT STRAW VOTES! M-G-M is not only proud of its Features but we happily point to our leadership in Shorts which consistently lead in industry polls. For the 6th year in a row Pete Smith Specialties took first place in M.P. Herald's FAME poll, selected among 34 series of live-action shorts. Pete Smith Shorts are Tops in Showmen's Trade Review Annual, too, 5th Consecutive Year!



PETE SMITH, CHAMP! 6th YEAR WINNER IN "FAME" ANNUAL!



Heat, Holdovers Slough Chi; 'Kettle' Shines at \$18,000, 'Criss-Cross' 20G, 'Fan' 15G, 'River'-Contino 50G, 2d

Chicago, May 10.

Heat wave sent the mercury over 90. holding in sweltering level until Saturday. As a result grosses are off currently in many theatres. Universal has two of the best newcomers. "Criss Cross" at Palace with bright \$20,000, and "Pa and Ma Kettle" at Roosevelt, at trim \$18,000. "Fan" isn't too breezy with \$15,000 at United Artists.

Of the two-week holdovers, "City Across River" plus Dick Contino unit at Oriental holds staunch at \$50,000. Chicago, with "Flamingo Road" and Janet Blair and Victor Borge in person, shapes fine \$45,000. "Joan of Arc" goes into seventh week at Grand with strong \$13,000. "Red Shoes" still is in chips at \$7,500 on 20th stanza at Selwyn.

Estimates for This Week

Estimates for This Week

r.stimates for 111s Week Chleago (B&K) (3,900; 50-98)— "Flamingo Road" (WB) with Janet Blair and Victor Borge in person (2d wk). Trim \$45,000. Last week,

22d wk). Trim \$45,000. Last week, \$54,000. Garrick (B&K) 1900; 50-98)—(Shot Jesse James" (SG) and "S.O.S. Submarine" (SG) (2d wk). Okay \$6,000. Last week, \$8,500. Grand (RKO) 11,500; 75-\$1.25)—(Joan of Arc" (RKO) (7th wk). Stalwart \$13,000. Last week, \$17,000. Oriental (Bssaness) (3,400; 50-98)—(City Across River" (U) with Dick Contino unit onstage (2d wk). Strong \$50,000. Last week, \$57,000. Palace (RKO) (2,500; 50-98)—(Criss Cross" (U). May hit best coin here in several weeks, \$20,000. Last week. "Life of Riley" (U) and "Mutineers" (U). \$14,000. Roosevelt (B&K) (1,500; 50-98)—(Ma, Pa Kettle" (U). Robust \$18,000. Last week. "Bad Boy" (Mono) (2d wk). \$10,000. Selwyn (Shubert) (1,000; \$1,20-\$2,40) "Pad (Shubert) (1,000; \$1,20-\$2,40)" "Pad (Shubert)" (1,000; \$1,

(2d wk), \$10,000, Selwyn (Shubert) (1,000; \$1,20-2,40)—"Red Shoes" (EL) (20th wk). Down to \$7,500 shaping. Last week, stout \$9,500. State-Lake (B&K) (2,700; 50-98)—"Little Women" (M-G) (2d wk). Tasty \$16,000. Last week, big \$22,000.

United Artists (B&K) (1,700; 50-30—"Fan" (20th), Good \$15,000, ast week, "Caught" (M-G) (2d k), \$10,000.

wit, \$10,000. (2d Woods (Essaness) 11,073; 98)—
"To Sea In Ships" (20th) (2d wk), Sliding to \$19,000. Last week, solid World (India) (20)

\$24,000. World (Indie) (587; 80)—"Louisiana Story" (Indie) (2d wk). Slightly below par at \$3,500. Last week, same,

startoy \$22,000 after big \$30,000 opener. Stanley (WB) (2,950; 50-99)— "Knock On Door" (Col) (3d wk), Down to \$14,500 after fancy \$20,000 second round. Stanton (WB) (1,475; 50-99)— "Bad Boy" (Mono). Mild \$8,000. Last week, "Walking Hills" (Col). Studio (Col). 'Game' Cons \$18,000. Denver; 'Dream' 17½G,

Denver, May 10.

Denver is loaded with holdovers currently but some of them are doing as well as the new entries. Dream is Yours' is fairly nice in two spots while "Ball Game" shapes hig at Orpheum and will hold. Top holdover is Bing Crossy's "Connecticut Yankee," still nice in third Denham session, and stays over again over again.

Estimates for This Week
Denham (Cockrill) (1,750; 35-70)

"Connecticut Yankee" (Par) (3d wkt. Nice \$13,000, Holds. Last week, \$14,000.

Denver (Fox) (2,525; 35-74)—
Dream Is Yours" (WB) and
"Cheated Law" (20th), day-date
with Webber, Fine \$15,000, Last
week, "To Sea in Ships" (20th) and
"Tucson" (20th), \$14,000.

Esquire (Fox) (742; \$1.20-\$2.40)
—"Red Shoes" (EL), Big \$4,500.
Holds over, Last week, "Life of Riley (U) and "Judge" (FC), \$2,500.

Orpheum (RKO) (2,600; 35-74)—
"Ball Game" (M-G) and "Behind Locked Doors" (EL). Big \$18.000, Stays another week. Last week. "Bribe" (M-G) and "Captain Boycott" (U, \$13,000;

Paramount (Fox) (2,200; 35-74)—
Tarzan's Magic Fountain' (RKO)
and 'Hideout' (Rep., Mild \$8,000,
Last week, 'Life of Riley'' (U) and
Judge'' (FC), good \$10,000

Estimates Are Net

Film gross estimates as re-ported herewith from the variported herewith from the various key citles, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net income.

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax

Champion' Socko \$32,000 in Philly

Philadelphia, May 10.

Summer weather knocked out weekend film trade, and boxoffice tumbled in ratio to rise in temperature. "Champion" is current topper at the Earle, clocking socko session. Of other new product, "Canadian Pacific" looks best at the Fox. "Quartet," at normally second-run Studio, is dolng smash biz.

Estimates (- 7.")

\$6,500.

Keith's (Goldman) (1,700; 50-99)

"Connecticut Yankee" (Par) (3d wk.). Dropped sharply to \$8,000 after okay \$11,000 second week.

Mastbaum (WB) (4,360; 50-99)

"Flamingo Road" (WB) (2d wk).

Sturdy \$22,500 after big \$30,000 opener.

\$9.00.

Studio (Goldberg) (490: 50-99)—
"Quartet" (EL). Smash \$7,500.
Last week, not firstrun.
Trans-Lux (T-L) (500: \$2.40-\$1.20)—"Red Shoes" (EL) (20th wk). Still in chips at \$8,000. Last week, \$8.400.

INDPLS. IN DOLDRUMS: 'DREAM' DULL \$8,000

Indianapolis, May 10.

Indianapolis, May 10.

Biz Is very dismal at firstruns this week. Record heat wave brought early burst of summer and Memorial Day 500-mile race preliminaries at local speedway plus opening here of baseball club did the rest. "Dream Is Yours," at Indiana, and "Don't Trust Husband," at Locui's are leaders but they are at Loew's, are leaders, but they are only about two-thirds of house

Circle (Gamble-Dolle) (2,800; 44-65)—"Roy With Green Hair" (RKO) and "Woman's Secret" (RKO). Paltry \$6,500. Last week, "Enchanment" (RKO) and "Shamrock Hill" (RKO), \$7,500.

(RKO), \$7.500.

Indiana (G-D) (3,300; 44-65)—
"Dream Is Yours" (WB) and
"Daughter of Jungle" (Rep.) Very
dim \$8.000. Last week, "Canadian
Pacelic" (20th) and "Hideout" Pacific" (20th (Rep), \$10,000.

Pitt Has Two Winners. 'River' Sturdy \$13,000, Bing Tuneful \$18,000 Pittsburgh, May 10.

Pittsburgh, May 10.
Golden Triangle has a couple of winners this week in "Connecticut Yankee" at Stanley and "City Across River" at Harris. Shuttering of Fulton for couple of months to undergo complete overhauling job has removed one firstrun from downtown sector, and some of that coin is being distributed around. Penn is taking it on chin again with "Bride of Vengcance" and "Lucky Stiff," second stanza in a row this house has been in doldrums. "Red Shoes" opens roadshow run at Ritz May 12.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Harris (Harris) (2,200; 45-80)—
"City Across the River" (U). Got
away big and heading for better
than \$13,000, with mo. to Senator
nearly assured. Helped by personals for couple of days by Peter Fernandez and Al Ramsen, kids In picture who grabbed plenty of space
and radio time. Last week, "Knock
On Door" (Col), \$16,50° in 9 days.
Penn (Loow's, III.4, 3300; 45-80)

Penn (Loew's-UA) (3,300; 45-80)

"Bride of Vengeance" (Par) and
Lucky Stiff" (UA). Latter added at Lucky Stin (OA). Latter added at last minute to bolster Paulette God-dard starrer, but isn't helping. Very slight \$12,000 looks all. Last week "Portrait of Jennie" (SRO), \$12,500.

\$12.500.

Esanley (WB) (3.800; 45-80)—
"Connecticut Yankee" (Par).
Sturdy \$18,000 or over, best here
in several weeks. Last week,
"Flamingo Road" (WB), \$16,000.

Warner (WB) (2,000; 45-80)—
"Flamingo Road" (WB) (n.o.), Joan Crawford starrer din't run itself out at Stanley, since shooting for around \$7,000, good. Last week.
"Tulsa" (EL) (n.o.), \$5,500.

In Mild St. Loo

St. Louis, May 10.

second-run Studio, is doing smash biz.

Estimates for This Week Aldine (WB) (1,303; 50-99)— "Britle of Vengeance" (Pap') Mild \$12,500. Last week, "Act of Murder" (U), 99,000.

Boyd (WB) (2,360; 50-99)—"Portrall of Jennie" (SRO) (4th wk). Neat \$15,000. Last week, "Song of India" (Col) with Phil Spitalny orch onstage, below hopes at slim \$15,000. Last week, "Song of India" (Col) with Phil Spitalny orch onstage, below hopes at slim \$15,000. Goldman (1,200; 50-99)—"Canadian Pacific" (20th). Oke \$19.000. Last week, "Belvedere to College" (20th) (3d wk-5 days), great \$16,500.

Goldman (Goldman) (1,200; 50-99)—"Canadian Pacific" (20th). Oke \$19.000. Last week, "Belvedere to College" (20th) (3d wk-5 days), great \$16,500.

Goldman (Goldman) (1,200; 50-99)—"Canadian Pacific" (20th). Oke \$19.000. Last week, \$12,000. Karlton Goldman (1,000; 50-99)—"Canadian Pacific" (20th) (3d wk-5 days), great \$16,500.

Keith's Goldman (1,700; 50-99)—"Corporation (1,700; 50-99)—"Canadian Pacific" (20th) (3d wk-5 days), great \$16,500. Last week, \$12,000. Karlton Goldman) (1,200; 50-99)—"Corporation (1,700; 50-99)—"Corporation (1,700; 50-99)—"Canadian Pacific" (20th) (3d wk-5 days), great \$16,500. Last week, \$12,000. Keith's Goldman (1,700; 50-99)—"Corporation (1,700; 50-99)—"Canadian Pacific (1, Trade at mainstem spots is none too robust this week although big ballys are being employed by several of them. "Connecticut Yankee" is leader of new product with solid session at the Ambassador. "Portrait of Jennie" is in second stot with nice take at Loew's. "Younger Bros." shapes just okay at Fox.

Estimates for This Week

Ambassador (F&M) (3,000; 50-75)
—"Connecticut Yankee" (Par) and
"Hideout" (Rep). Solid \$19,000 for
Bing Crosby starrer. Last week.
"Dear To Heart" (RKO) and "Red
Canyon" (U) (m.o.), \$7,500.

Canyon" (U) (m.o.), \$7,500.

Fox (F&M) (5,000; 50-75)—
"Younger Bros." (WB) and "Golden
Eye" (Mono). Okay \$15,000. Last
week;—"Undercover Man" (Col) and
"Song of India" (Col), \$14,000.

"Song of India" (Col., \$14.000.
Loew's (Loew) (3.172: 50-75)—
"Portrait of Jennie" (ShO) and
"Blondie's Big Deai" (Col. Nice
16,000. Last week, "Force of Evil"
(M-G) and "Caught" (M-G),
\$12,000.
Missouri (F&M) (3,500, 50-75)—
"Dream Is Yours" (WB) and
"Homicide" (WB). Stout \$14,000.
Last week, "We Were Strangers" (Col) and "Ladies of Chorus" (Col).
\$14,500.
Shady Oak (F&M) (676, \$1,20-

\$14,500.
\$\text{Shady Oak} (F&M) (676; \$1.20\$2.40)\to "Red Shoes" (EL) (3d wk).
Trim \$3.500 following \$4.000
\$\text{second session.}
\$\text{World} (Ind) (400; 50-75)\to "El
\$\text{Paso"} (Par) (2d wk). Hot \$3,000
\$\text{after \$3,500 initial stanza.}

Record Heat Puts Dent in B'way But 'Barkleys' Bright \$50,000 After Big Preem; 'Flamingo'-Ted Lewis Hep 63G

ting new highs for this time of year, put a dent in Broadway firstrun business last Thursday and Friwhile favorable outdoor weather on Sunday (8) was no help to trade. As a consequence big N. Y. deluxers generally are taking a beating this session, with sturdy takes the exception rather than the rule. Even the newcomers are not measuring up to what normally could have been expected.

Standout new picture is "Barkleys of Broadway" at the State Fred Astaire-Ginger Rogers starrer, which teed off smash, wound

which teed off smash, wound up first week last night (Tues.) with big \$50.000 or near. Heat on two days after preem and not-up-topar Sunday obviously hurt.
"Flamingo Road" with Ted Lewis band and stage unit is putting the Strand back near normal with nice \$63.000 or slightly less. This combo had to contend with opening in sweltering heat of last Friday. "Africa Screams" is mild \$17.500 at Criterion on first session.

Estimates for This Week

Estimates for This Week
Astor (City Inv.) (1,300; 60-\$1.50)

"We Were Strangers" (Col) (3d
wk). Initial holdover round off
sharply at \$20,000 or less after nice
\$35,000 opener.

Bijou (City Inv.) (589; \$1,20-\$2,40)—"Red Shoes" (EL) (29th
wk). Holding at \$12,500 after solid
\$13,500 'last stanza. Continues.

Capitol (Loew's) (4,820; 80-\$1.50)
—"Adventure in Baltimore" (RKO)
with Enric Madriguera orch, others
heading stage bill (2d-final wk).
Way down even from thin opening
round with \$26,000, dullest here in
nonths; first was very dim \$32,000.
"Sun Comes Up" (M-G) with Glen
Gray orch. Gracie Barrie, Jackie
Miles heading stageshow opens tomorrow (Thurs.), after three preview showings set for today (Wed.).

Criterion (Loew's) (1,700; 701751; "Afticia Scrappe" (III) (2d-

view showings set for today (Wed).
Criterion (Loew's) (1,700; 70\$1,75)—"Africa Screams" (UA) (2d
wk). First week ended last night
(Tues). mild \$17,500. In ahead,
"Red Canyon" (U), very meck
\$15,000 for lone week.
Globe (Brandt) (1,500; 50-\$1.20)
—"The Champlon" (UA) (5th wk).
Continues strong \$30,000 after nice
\$35,000 for fourth.
Manfact (Brandt) (1,736:50-\$1.20)

\$35,000 for fourth.

Mayfair (Brandt) (1,736; 50-\$1.20)

—"Wizard of Oz" (M-G) (relssue)

(4th wk), Slipping to good \$17,500

after fine \$24,000 third. Stays on.

Palace (RKO) (1,700; 40-95)—
Shuttered for facelifting, with vaudfilm policy due May 19; "Canadian Pacific" (20th initial pic.
Paramount (Par) (3,664; 55-\$1.50)
—"Streets of Laredo" (Par) with Peter Lorre, Pled Pipers, Victor

Paramount (Par) (3.664; 55-\$1.50)
—"Streets of Laredo" (Par) with
Peter Lorre, Pled Plpers, Victor
Lombardo orch topping stageshow.
Opens today (Wed.). Last week,
"Undercover Man" (Col) with Duke
Ellington orch, Billy Eckstine heading stage bill (3d wk), held okay at
\$60,000 after solid \$82,000 second.

Park Avanue, (III) (583: \$1.20.

Park Avenue (U) (583; \$1.20-\$2.40)—"Hamlet" (U) (33d wk). Thirty-second week was fancy \$15,-000 after \$15,500 in 31st round.

000 after \$15,500 in 31st round.

Radio City Musie Hall (Rockefellers) 15,945; 80-82,40)—"Connecticut Yankee" (Par) with stageshow (5th-final wk). Off to \$100,000 after nice \$118,000 for fourth week

Rialto (Mage) (594; 44-99)—"The Raven" (FC) and "Murders in Rue Morgue" (FC) (reissues) (2d wk). Down to \$8,500, or under, after big \$11,500 opener.

\$11.500 opener.

Rivoli (UAT-Par) (2.092; 60-\$1.25)

— "Portrait of Jennie" (SRO) (Tilwk). Sixth round ended last night (Tues.) dipped to mild \$11.000 or less, after good \$17.000 lifth week.
Stays until May 17 when "One Woman's Story" (U) opens with bond preem. Regular run starts May 18.

May 18.

Roxy (20th) (5.886; 80-\$1.80)—
"Belvedere Goes to College" (20th) and Vivian Blaine plus iceshow heading stage bill (4th-final wk), Down to \$60.000 or less in final session, after \$82,000 in third, Forbidden Street" (20th) with Dick Haymes, Dick Buckley, Three Bockets and iceshow heading stage. Rockets and iceshow heading stage-show opens Friday (13).

stow opens Friday (13).

State (Low's) (3.450; 50-\$1.50) —

"Barkleys of Broadway" (M-G).

First week ended last night ("Lues.)

soared to sock \$50,000 or near. In
ahead, "Ball Game" (M-G) (8th wk),

\$12,000.

\$12,000.

Strand (WB) (2,756; 76-\$1.50)—
"Flamingo Road" (WB) with Ted
1, wis orch and stage unit. First
week is landing nice \$63.000 or
close. Holds. In ahead, "Dream is
Yours" (WB) with Llonel Hampton
orch heading stageshow (3d wk),
slim \$28,000.

Sutton (Rugoff & Becker) (561; 70-\$1.20)—"Quartet" (EL) (7th wk). Sixth frame ended Monday (9) held up to surprisingly strong \$13,000 after \$13,800 for iifth week.

after \$13,800 for fifth week.
Victoria (City Inv.) (1,066; 95\$1,80)—"Joan of Arc" (RKO) (26thfinal wh.). Down to \$8,000 or near
on blowoff after mild \$10,000 for
25th round. "Home of Brave" (UA)
opens tomorrow (Thurs.).

'Joan' Rugged at \$18,000 in L'ville

Louisville, May 10

Town's biggest weekend of whole year, which brought thousands here for Kentucky Derby, didn't help much at downtown film nere for Kentucky Derby, didn't, help much at downtown film houses. Night spots were helped most by the racing patronage. 'Joan of Arc'' on \$1.25 top at Rialto shapes big. 'Portrait of Jennle' at State is drawing class trade and shapes brisk.

Estimates for This Week

Mary Anderson (People's) (1, 200; 45-35)—"Dream Is Yours" WB). Fine \$8,000, Last week, 'Kiss in Dark" (WB), \$6,500.

"Kiss in Dark" (WB), \$6,500.

National (Standard) (2,400, 45-65)

—"Jungle Goddess" (SG) with Hawalian Paradise Revue onstage.

Not helped by influx of race fans; nodest \$7,000. Last week, "Sea Spoilers" (Indie) and "Ex Champ" (Indie) (reissues), \$5,000.

(1000) (1000) (2

ish \$12,000.
State (Loew's) (3,000; 45-65)—
Portrait of Jennie" (SRO) and
'Rusty Saves Life" (Col. Brisk
14,000 tooms. Last week, "Undercover Man" (Col. and "Make Believe Ballroom" (Col.) \$13,000.
Strand (FA) (1,000, 45-65)—"Boy
With Green Hair" (RKO) and "Rustiers" (IKKO). Lively \$6,500. Last
week, "Woman's Secret" (RKO)
and "Million Dollar Weekend"
(EL), \$5,500.

Port. Likes 'Belvedere,' Rich \$24,000, 2 Spots

Portland, Ore., May 10.
All first runs are showing an improved boxoffice tone here this week. "My, Belvedere To College" is doing sock biz in two theatres. "El Paso" is faring well at Orpheum. "Red Shoes" looks ace holdover.

(WB) and "Crstle on Hudson" (WB) (reissues), \$16,000.

Adams (Balaban) (1,700; 70-95)

—"Little Women" (M-G) (3d wk).
Oke \$12,000. Last week, about same.

Downtown (Balaban) (2,900; 70-95)—"Reithe" (M-G) and "Kidneyp d" (M-G) (2d wk). Slow \$7-000. Last week, \$8,500.

Boldover.

Estimates for This Week

Broadway (Parker) (1,832; 50-85)—"Ball Game" (M-G) and "Old fashioned Girl" (EL) (3d wk-3) days. Excellent \$4,000. Last week, \$8,500.

Big Jack" (M-G) and "Miss Mink (Continued on page 20)

'Belvedere' Robust \$34,000 in Det.; 'Flamingo' Sock 30G, 'Tulsa' Fast 21G

Detroit, May 10.

A week-long record heat wave, with mercury up to 90, broke Friday (6. With arrival of thunderstorm, bix soared. "Mr. Belvedere" looks blg at the Fox. "Flanningo Road" shapes sock at the Michigan. "Tulsa" also is fancy at the Palms.

gan. "Tulsa" also is lancy at the Palms.

Estimates for This Week
Fox (Fox-Mich) (5,000; 70-95)—
"Mir. Belvedere" (20th) and "Last Wild Horses" (SG. Big \$34,000.
Last week "Canadian Pacific" (20th) \$25,000

Michican (United Detroit) (4,2000; 70-95)—"Flamingo Road (WB) and "Lucky Stiff" (UA). Sock \$30,000. Last week, "Adventure in Baltimore" (FKO) and "Hideout" (Mono) \$14,000

Palms (1,2000; 70-95)—
"Tulsa" (EL) and "Million Dollar

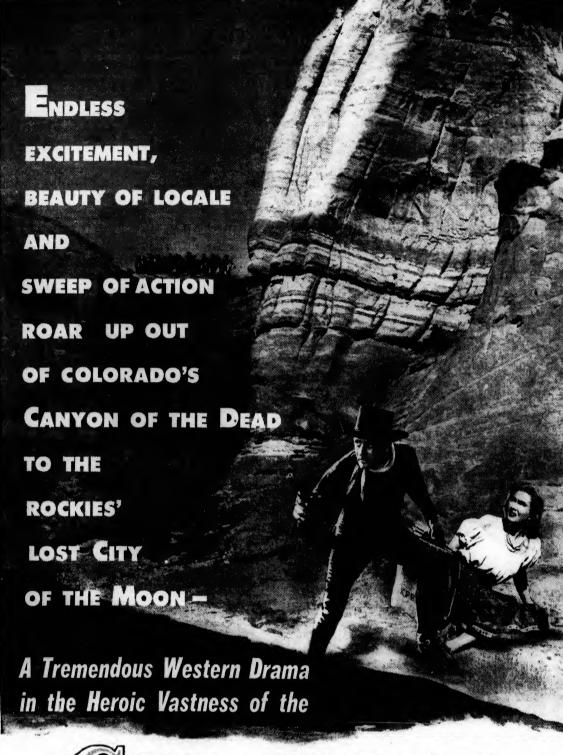
Last week, "Undercover Man" (Col) and "Blondie's Secret" (Col), \$12,000. United Artists (UD) (2,000;

95)—"Connecticut Yankee" (Par) (3d wk). Wilting to \$10,000, Last week, big \$16,000.

week, big \$16,000.

Madison (UD) (1,800; 70-95)—
Bad Men of Tombstone" (Mono)
and "Strike It Rich" (Mono), Mild
\$11,000. Last week, "Sgt. York"
(WB) and "Castle on Hudson"
(WB) (reissues), \$16,000.

Adams (Balaban) (1,700; 70-95)
—"Little Women" (M-G) (3d wk).
Oke \$12,000. Last week, about
same.



COLORADO TERRITORY

ALBANY Warner Screening Room 79 N. Pearl St. - 12:30 P.M. ATLANTA. 20th Century-Fox Screening Room 197 Walton St. N.W. • 2:30 P.M. BOSTON RKO Screening Room 122 Arlington St. • 2:30 P.M. BUFFALO Paramount Screening Room 464 Franklin St. • 2:00 P.M. CHARLOTTE 20th Century-Fox Screening Room 308 S. Church St. • 10:00 A.M. CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M. CINCINNATI RKO Palace Th. Screening Room Palace Th. Bldg. E. 6th - 8:00 P.M. CLEVELAND Warner Screening Room 2300 Payne Ave. - 8:00 P.M. DALLAS 20th Century-Fox Screening Room 1803 Wood St. • 2:00 P.M. DENVER Paramount Screening Room 2100 Stout St. • 2:00 P.M. DES MOINES Paramount Screening Room 1225 High St. • 8.00 P.M. DETROIT Film Exchange Building 2310 Cass Ave. • 2:00 P.M. INDIANAPOLIS 20th Century-Fox Screening Room 326 No. Illinois St. • 1:00 P.M. KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandotte St. • 1:30 P.M. LOS ANGELES Warner Screening Room 2025 S. Vermant Ave. • 2:00 P.M. MEMPHIS 20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M. MILWAUKEE Warner Theatre Screening Room 212 W. Wisconsin Ave. - 2:00 P.M. MINNEAPOLIS Warner Screening Room 1000 Currie Ave. • 2:00 P.M. NEW HAVEN Warner Theatre Projection 170 College St. - 2:00 P.M. NEW ORLEANS 20th Century-Fox Screening Room 200 S. Liberty St. • 8:00 P.M. NEW YORK Home Office 321 W. 44th St. • 2:30 P.M. OKLAHOMA 20th Century-Fox Screening Room 10 North Lee St. • 1:30 P.M. OMAHA 20th Century-Fox Screening Room 1502 Davenport St. • 10:00 A.M. PHILADELPHIA Warner Screening Room 230 No. 13th St. - 2:30 P.M. PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd, of Allies . 1:30 P.M. PORTLAND Jewel Box Screening Room 1947 N.W. Kearney St. - 2:00 P.M. SALT LAKE 20th Century-Fex Screening Room 216 East 1st South - 2:00 P.M. SAN FRANCISCO Republic Pict. Screening Room 221 Golden Gate Ave. - 1:30 P.M. SEATTLE Jewel Box Screening Room 2318 Second Ave. - 10:30 A.M. ST. LOUIS S'renco Screening Room 3143 Olive St. - 1:00 P.M. WASHINGTON Warner Theatre Building 13th & E Sts. N.W. • 10:30 A.M.

WILL BE TRADE SCREENED MAY 16 BY WARNER BROS.



H.O.'s Hit Hub; Carle-Mills Bros. Lift 'Jim' Hep 28G; 'Outpost' 15G, 2 Spots

Boston, May 10.

Most major houses are holding over this stanza, resulting in moderate activity at the boxoffice. "Mr. Belvedere" at the Met still shapes strong for second week. Frankie Carle band and Mills Bros. at Boston with "Jungle Jim" shapes hefty. "Outpost In Morocco" looks mild in two houses.

Estimates for This Week
Astor (Jaycox) (1,200; 40-85)

"Secret Garden" (M-G). Fair \$7.
000. Last week, "Pride of Yankees" (RKO '17eissue) (3d wk', \$2,200.

Boston (RKO) (3,200; 40-85)

"Jungle Jim" (Col) plus Frankie Carle orch, Mills Bros. topping stageshow. Nice \$28,000. Last week, "City Across River" (U) and "Daughter of Jungle" (Rep). (2d wk; okay \$16,000.

Exeter (Indie) (1,100; 45-75)

"Cesai" (Indie) About average \$7,000. Last week, "Mons. Vincent (Indie) (3d wk), Good \$5,800.

"Bride of Vegeance" (Par) and "Susanna Pass" (Rep). Unexciting \$8,000. Last week, "Dream \$8,000. MayNower (ATC) (700; 40-85)

Yours" (WB) and "Rimfire" (SG), \$8.500

Mayflower (ATC) (700; 40-85) — "Outpost in Morocco" (UA) and "Big Sombrero" "Col). NSH \$5.000. Last week, "Tulsa" (EL) (3d wk), okay \$3,000.

Memorial (RKO) (3,500; 40-85) — "Life of Riley" (U) and "Feathered Serpent" (Mono) (2d wk). Fair \$17,000 after oke \$21,000 first.

Metropolitan (NET) (4,376; 40-85) — "Belvedere To College" (20th) and "Homicide" (WB) (2d wk). Nice \$22,000 after sock \$30,000 first.

Orphenn (Loew) (3,000; 40-85) — "We Were Strangers" (Col) and "Crime Doctor's Diary" (Col) (2d wk). Down to \$19,000 after okay \$22,500 opener.

wk. Down to \$19,000 a.... \$22,500 opener. Paramount (NET) (1,700; 40-85) —"Bride of Vengeance" (Par) and Susanna Pass" (Rep). Oke \$12,-000. Last week, "El Paso" (Par) and "Duke of Chicago" (Rep).

about same.

Pilgrim (ATC) (1,800; 40-85) —

Outpost in Moroeco" (UA) and

Big Sombrero" (Col), Mild \$10,
000. Last week, "Crooked Way"

(UA) and "Bomba" (Mono), \$6,500.

State (Loew) (3,500; 40-85) — "We

Were Strangers" (Col) and "Crime

Doctor's Diary" (Col) (2d wk).

Down to \$10,500 after fairly good

\$13,500 opener.

Seattle Sags, 'Dream' \$9,000, 'Impact' \$7,000

Seattle, May 10.

Seattle, May 10.

First heat wave is hurting trade all over town this week. Takings have been cut to four figures at every spot for first time in months. Plethora of holdovers also is hurting. "Dream Is Yours" and "Impact" look best new entries but neither is doing well.

Fettings for This Work.

Estimates for This Week
Blue Mouse (H-E) (800; 50-84)—
"Tulsa" (EL) and "Tucson" (20th)
(4th wk. Slow \$2,500. Last week.
with "Shanrock Hill" (EL) (3d
wk), nice \$3,300.

Collseum (H-E) (1,877; 50-84)—
"Impact" (UA) and "C-Man" (FC).
Mild \$7,000. Last week, "Shot Jesse
James" (SG) and "Duke of Chicago" (Rep), \$7,200.

(Rep., \$1,200.

Fifth Avenue (H-E) (2,349; 50-84)

"Diream Is Yours" (WB) and
'lucky Stiff" (UA). Slow \$9,000 in
9 days. Last week, "Little Women"
(A-G) and "Tucson" (20th) (3d wk4days), good \$5,100.

Liberty (Theatres, Inc.) (1.650; 50-84)—"Connecticut Yankee" (Par) and "Blondie's Big Deal" (Col) (3d wk). Oke \$7,000. Last week, excellent \$10,000

lent \$10,000.

Music Box (H-E) (850; \$1.20-\$2.40)—"Red Shoes" (EL) (3d wk).

Nice \$5,500 in 9 days. Last week,

Music Hall (H-E) (2,200; 50-84)—
"Belvedere to College" (20th) and
"Cheated Law" (20th) (3d wk).
Okay \$8,000. Last week, trim \$7,-

Okay \$8,000. Last week, trim \$7.
200.

Orpheum (H-E) (2,600; 50.84)—
Life of Riley" (IU) and "State Part. Final 9 days hit \$10,000. In the property of the pro

Key City Grosses

Estimated Total Gross
This Week \$2,548,000
(Based on 24 cities, 211
theatres, chiefty press runs, including N. Y.);

Total Gross Same Week
Last Year \$2,481,000
(Based on 20 cities, 200

'Kettle' Aces In Mpls., Big \$15,000

Such important holdovers "Connecticut Yankee" and "Ball Game," in their second weeks, far outshine most new product this session. "Ma and Pa Kettle" is the pacemaker, with "Life of Riley" and "Sun Comes Up" trailing, Estimates for This Week

Century (Par) (1,600; 50-70)— "Sun Comes Up" (M-G), Light \$5,-Last week. "Love of Mary" (U), \$3,500 in 5 days.

Lyceum (Nederlander) \$1.20-\$2.40) — "Hamlet" (1 (1.900) (IJ) Back for a second roadshow run). Back for a second roadshow run following earlier three weeks at Century. Good \$7,000 in prospect. Last week, subsequent-run. Radio City (Par) (4,000; 50-70)—"Connecticut Yankee" (Par) (2d wk). Somewhat of a disappointment for a Bing Crosby film and down to \$10,000 this week after good \$18,000 first week.

RKO-Orpheum (RKO) (2,800; 50-70)—"Life of Riley" (U). Mild \$9,500 looks about all. Last week, "Enchantment" (RKO), \$9,000.

RKO-Pan (RKO), (1,600: 50-70)

State (Par) (2.300; 50-70)— "Ma, Pa Kettle" (U). Smash \$15,-000. Last week, "To Sea in Ships" (20th), \$12,000.

World (Mann) (400; 50-70)—"Ball Game" (M-G) 12d wk). Good \$5,000 after strong \$6.000 first canto.

Balto Bopped by Balmy Weather But 'The Fan' Breezy 10G: 'El Paso' 7G

Baltimore, May 10.
Balmy weather over the weekend is proving too potent a handicap for downtown spots to overome this week, and biz is down il over. "El Paso" is drawing all over. better-than-average trade at May-fair and "The Fan" is nleely placed for daytime action at the New. Rest of list is only fair to thin. Estimates for This Week

Century (Loew's-UA) (3,000; 20-60)—"Force of Evil" (M-G), Average \$11,000. Last week, "Portrait of Jennie" (SRO), unexciting

Hippodrome (Rappaport) (2,240; 20-70)—"Undercover Man" (Col) plus vaude. Mild \$14,000. Last week. "Woman's Secret" (Col) and plus vaude. Mild \$14,000. Last week, "Woman's Secret" (Coi) and Art Mooney orch, fair \$14,600.

Keith's (Schanberger) (2,460; 20-60)—"The Raven" (FC) and "Murders Rue Morgue" (FC) (reissues). Opened yesterday (Mon.) after 23 days of "Connecticut Yankee" (Par). Final 9 days hit \$10,000, with stout \$13,400 in second.

Heat, H.O.'s Clip D.C.; 'Jack'-Vaude Dim 18G

VARIETY

"Jack'-Vaude Dim 18G

Washington, May 10.

Washington, May 10.

Midtown sector currently in the grasp of a premature summer Jull, due to combo of holdovers and season's first heat wave. Sole exception to general slump is "Quartet," breaking all records at the year-old Playhouse. "Big Jack" and vaude looks dim at the Capitol.

Estimates for This Week

Capitol (Loew's) (2,434; 44-85)—
"Big Jack" (M-G) plus vaude. Dim \$18,000. Last week, "Cover Up 10LA) plus vaude, hot \$27.000. thanks to stage layout.

Keith's (IKO) (1,939; 44-80)—
"Pride of Yankees" (RKO) (reissue). So-so \$9,000. Last week, "Life of Riley" (U), weak \$8,000.

National (Heiman) (1,600; 44-74)—
"Impact" (UA). Slim \$6,000 Last week, "Gone With Wind!" (M-G) (reissue) (3d wk), fine \$7,500

Palace (Loew's) (2,370; 44-74)—
"Connecticut Yankee" (Par) (2d wk). Slipped to okay \$17,000 after sturdy \$22,000 opener.

Playhouse (Lopert) (432, 50-85)—
"Quartet" (EL). Smash \$9,000 or better, setting new house record. Last week, "Scott of Antarctic" (EL) (3d wk), slow \$3,000 for 5 days.

Metropolitan (WB) (1,163; 44-74)—
"Song of India' (Cal): Sirkly

days.

Metropolitan (WB) (1,163; 44-74)

-"Song of India" (Col). Sickly

\$5,000 for firstrun. Last week.
"Dream is Yours" (WB) (2d run). "Dream Is slow \$5,000.

slow \$5,000.

Warner (WB) (2,164: 44-74)—
Flamingo Road" (WB) (2d wk).
Okay \$10,000 in 5 days after smart
\$19,000 last week.
Trans-Lnx (T-L) (650: 44-80)—
"Portrait of Jennie" (SRO) (3d wk).
Steady \$8,500. Last week, good
\$10,000.

Game' Smash \$14,500 in Cincy Despite the Heat; 'Flamingo' Reusing 13G

Flamingo' Reusing 13G

Cincinnati, May 10

Four new bills are getting moderate returns this canto, biz downtown climbing several degrees above last week. A record early-May heat wave in first half did not hurt much. Current topper is "Ball Game," big at Capitol. Breathing down its neck is "Flamingo Road" at Albee. "Undercover Man" shapes moderate at Palace.

Estimates for This Week.
Albee (RKO) (3,109): 50-75; —
"Flamingo Road" (WB). Pleasing \$13,000. Last week. "Portrait of Jennie" (SRO), modest \$10,000.

Capitol (RKO) (2,000; 50-75; —
"Ball Game" (M-G). Big \$14,500.

Holds. Last week, "Little Women" (M-G) (3d wk), okay \$6,500.

Grand (RKO) (1,400; 50-75; —
"Tarzan's Magie Fountain" (RKO). Satisfactory \$8,000. Last week, "Canadian Pacific" (20th), strong \$10,000.

Guild (Indie) (278: \$1,20-\$2,40)—

\$10,000.
Gulld (Indie) (278; \$1.20-82-40)—
"Red Shoes" (EL) (10th wk). Thin
\$2,500, same as last week, to wind
up slick run. Small suburban
house returns Friday to pop grind

policy.

—"Connecticut Yankee" (Par) (4th wk). Perky \$7,000 trailing solid \$9,500 third.

Palace (RKO) (2,600; 50-75) —
"Undercover Man" (Col), Moderate \$11,000. Last week. "Dream Is Yours" (WB), nice \$12,000.

Shubert (RKO) (2,100; 50-75) —
"Dream Is Yours" (WB) (III.O.). Soso \$4,500. Last week. "Knock On Door" (Col), dltto.

Prov. Way Off; 'Women' Not So Big at \$19,500

Providence, May 10.

Biz is off all over town. "Little Women" at Loew's State is landing top biz but it's not big. All other stands are marking time with average takes. Majestic's "Dream Is Yours" is doing nearly as well as "Women."

as "Women."

Estimates for This Week

Albee (RKO) (2,200; 44-65)—

"Red Canyon" (U) and "Million

Dollar Weekend" (EL). Okay

\$11,000. Last week, "Life of

Riley" (U) and "The Pearl" (RKO),

nice \$15,000. Riley" (U) a. nice \$15,000.

| Sile | Continued of Page 20 | Continued of

New Product Fails to Up L. A. But 'Belvedere' Fat \$62,000; 'Strangers' 32G, 'River' 31G, 'Outpost' 25G, Mild

Broadway Grosses

Estimated Total Gross
This Week \$512,000

This Week
(Based on 17 theatres)
Last Year \$608,000
(Based on 21 theatres)

Younger' Tops in K.C., Okay \$13,000

Kansas City, May 10.
World preem of "Younger Brothers" at Paramount with four Warner players in personals opening day leads town with okay figure. "Citx Across River" shapes slow in Fox Midwest three firstruns. "Flamingo Road" is steady on holdover at Opheum. Warm weather trimmed biz over weeken weather trimmed biz over the biz over th

Estimates for This Week

Kimo (Dickinson) (550; \$1.20-\$2.40:—"Red Shoes" (EL) (3d wk). Holding near first two weeks pace at big \$5.500 Last week. about same.

same.

Midland (Loew's) (3.500; 45-65)—
"Big Jack" (M-G and "Caught"
(M-G) Mild with \$13.000 Last
week, "Undercover Man" (Col) and
"Make Believe Ballroom" (Col),
\$12,000.

Orpheum (RKO) (1.900; 45-65)—
"Flamingo Road" (WB) (2d wk) and "Sword of Avenger" (EL). Good \$9,000. Last week, strong \$14,000.

S14,000.

Paramount (Par) (1,900; 45-65)—
"Younger Brothers" (WB) with Bruce Bennett, James Brown. Wayne Morris and Alan Hale p.a.'s opening day. Started big but under hopes for 8 days at \$13,000 and won't hold. Last week. "Connecticut Yankee" (Par) (3d wk), oke \$7.500 in 6 days.

Tower - Untown - Fairway (Fox Midwest) (2,100; 2,043; 700; 45-65)—"City Across River" (U. Slow \$9,500 in 6 days. Last week. "Mother Is Freshman" (20th), about same, good weekend helping.

Frisco Mercury Soars. Biz Slides; 'Strangers'

San Francisco, May 10.

Record heat is hitting business here this session, with even the better product hard hit. Top money is going to "We Were Strangers," strong at Orpheum but not up to what it might have done ordinarily. Same applies to "Dream Is Yours," fine at Paramount. "Tulsa" is good at the big Fox while "The Fan" is just okay at Warfield.

Estimates for This Week

Fox white "The Fan" is just okay at Warfield.

Estimates for This Week
Golden Gate (RKO) (2.844; 6055)—"Pride of Yankees" (RKO)
Prissue: and "Strange Mrs.
Crane" (EL. Thin \$11.000. Last week.
"Adventure in Baltimore" (RKO) \$12.000.

Fox (FWC) (4.651; 60-95)—
"Tulsa" (EL) and "Angel in Exile"
1/Rep. Good \$18.500. Last week.
"Belvedere to College" (20th) and
"Last Bandii" (Rep. (3d wk), fine
\$8.500 in 4 days.
Warfield (FWC) (2.656; 60-85)—
The Fan" (20th) and "Daughter
of the Jungle" (Rep. Okay \$13000. Last week, "Little Women"
(3d wk), \$7,000 in 4 days.

Paramount (Part (2.646; 60-85)—
"Dream Is Yours" (WB) and "Arson" (SG). Fine \$19,000. Last
week, "Connecticut Yankee" (Part
(2d wk), \$16,000.

St. Francis (Part (1,400; 60-85)—
"Bail Game" (M-G) (6th wk)

St. Francis (Par) (1,400; 60-85)—
"Ball Game" (M-G) (6th wk);
Down to \$4,000. Last week, steady \$8,500.

Los Angeles, May 10.

Five new bills were unveiled here this week but only one is doing solid biz. "Belvedere To College" is grabbing the poor. ing solid biz. "Belvedere To College" is grabbing the most attention with hefty 862:000 in four theatres. "We Were Strangers" shapes moderate \$32,000 in two houses while "City Across River" is looking for medium \$31,000 or near in five situations. "Outpost in Morocco" also is heading for mild \$25,000 in five spots. "Big Jack" is scrapping bottom with a bare \$19,500 in three sites.

tom with a bar state sites.
"The Champion" is pacing the holdovers with sharp \$40,000 in second frame, four locations, after great \$58,200 initial round. "Flaningo Road" also looks good at \$38,000 in second frame, three spots.

Estimates for This Week

Estimates for This Week
Beverly Hills, Downtown, Hawaii,
Hollywood Music Halls (Prin-Cori
833; 992; 1,106; 512; 55-81)—
"Champion" (UA) (2d wk) Sharp \$40,000, Last week, great \$58,200.
Chinese, Loew's State, Loyola,
Uptown (FWC) (2,048; 2,404; 1,248;
1,719; 60-\$1)—"Belvedere Goes
College" (20th) and "Arctic Fury"
(Indie), Hefty \$62,000 Last week,
"Portrait Jennie" (SRO) and "Theson" (20th) (9 days), slow \$36,300.
Downtown, Hollywood, Wiltern
(WB) (1,757; 2,756; 2,344; 60-\$1)—
"Flamingo Road" (WB) (2d wk).
"Sturdy \$38,000, Last week, big \$55,100 but below hopes.
Egyptian, Los Angeles, Wilshire
(FWC) (1,538; 2,097; 2,296; 60-\$1)—
"Big Jack" (M-C). Scant \$19,500.
Last week, "Little Women" (M-G)
3d wk-6 days), \$13,900.
Orpheum (D'town) (2,210; 60-\$1)—
"Outpost in Morocco" (UA) and
"Gay Amigo" (UA), About \$12,000,
with mild \$25,000 in 5 day-date
houses, Last week, "Shot Jesse
James" (SG) and "Arson, Inc.
(SG), \$12,100 here with \$22,500 in
5 sites.

Pantages, Hillstreet (Pan-RKO)

(SG), \$12,100 nere with \$42,500 in sites.

Pantages, Hillstreet (Pan-RKO)
(2,812; 2,890; 50-\$1)—"We Were Strangers" (Col) and "Lost Tribe" (Col). Moderate \$32,000. Last week, "Adventure Baltimore" (RKO) and "Mutineers" (Col), slim

"City Across River" (U. Slow 500 in 6 days. Last week, "Moth-Ts Preshman" (20th), about same of weekend helping.

Los Angeles, Hollywood Paramounts (F&M) (3,398; 1,451; 60-51) — "Connecticut Yanke" (Par) and "Ilideout" (Rep) (L.A. Par only) (2d wk). Slow \$24,4000. Last week, just average \$38,600. United Artists, Ritz (U.A.-FWC) (2,100; 1,370; 60-\$1)—"City Across River" (U. and "Daughter of West" (FC). Mild \$18,000, and medium \$31,000 in 5 day-date houses. Last week, "Life Riley" (U.) and "Sky Dragom" (Mono) (10 days), \$28,400 for 5 spots.

Esquire (Rosenow) (607, 201)

Dragon" (Mono) 110 days, \$23.000 for 5 spots.

Esquire (Rosener) (685; 85-\$1.20)

"The Danmed" (Indie) Okay \$2.500. Last week, "Grand Illusion" (Indie) (reissue, \$1.800)

Fine Arts (FWC) (679; \$1.20-\$2.40)

"Red Shoes" (FL) (1971)

wk). Nice \$6.000. Last week, \$6.300.

300. Four Star (UA-WC) (900; \$1.20-\$2.40--"Hamlet" (U) (28th-final wk). Neat \$5,500. Last week, \$4,-

100, Laurel (Rosener) (890; \$1.20) "Mons, Vincent" (Indic) (4th) w Good \$4,000. Last week, \$5,000.

Arnaz Boosts 'City' Lofty \$21,000, Omaha

Lofty \$21,000, Omaha
Omaha May 10
"Cry of City," given a big boost
by Desi Arnaz band, shapes big at
the Orpheum. Other grosses shape
better than recently with "The
Younger Brothers," largely due
to pa's by Alan Hale, Bruce Bennett. Wayne Morris and James
Brown at Paramount. Cool, unsettled weather helped.
Estimates for This Week
Orpheum 'Tristates' (3,000, 2080'—"Cry of City" '20th with
Desi Arnaz orch, others, onstage.
Big \$21,000, Last week, "Bad Boy"
(Mono) and "Big Sombrero" (Colyonly \$9,200 at 65c top.
Paramount Tristates' (2,800, 1665:—"Younger Brothers" (WB).
Paced by big bally, it will get nice
\$12,000, Last week, "Red Pony"
(Rep), \$9,000.
Brandels (RKO) (1,500; 16-65:—
"Enchantment" (RKO) and "Brothers in Saddle" (RKO).

Brandels (RKO) (1,500) 16-65)—"Enchantment" (RKO) and "Brothers in Saddle" (RKO) Good \$7,500. Last week, "Dream Is Yours" (Col) and "Flaxy Martin" (Col), nifty \$8,200.

State Goldberg (865, 16-65)—Ball Game" (M-G) Stated Sunday (B). Last week, "Little Women" (M-G) (3d wk) and "Dudes Are Pretty" (Indie) (2d wk), okay \$3,000.



ANY

EXHIBITOR WHO DOESN'T CLEAN UP WITH THIS ONE IS IN THE WRONG BUSINESS!

"It's 'Paleface' Hope in the 2nd— His 2nd Gold Rush Smash!" "Russell's
better looking—
but you and
I are going
places—fast!"



Sorrowful JONES"

Wm. Demarest · Bruce Cabot · Thomas Gomez

MARY JANE SAUNDERS

Foreword narrated by Walter Winchell and each by ROBERT L. WELCH - Directed by SIDNEY LANFIELD

emplify: A Meikir & Shuke son Edmund Hartmann and Look Ro Adapted film of Story by Damor Ruman and I Styre by by William Rill prod. Sam Heriman and Glady Lehmun

-M. P. Herald

Proper Planning Key to OK Filming In Italy, Sez Pahlen; 'Pirates' Tab 700G

Foundation for practical film-making in Italy lies in proper advance preparation, independent producer victor Pahlen declared it. New York Monday (9). Recently returned from Italy where he made "Pirates of Capri," with Louis Hayward and Binnie Barnes, the execholds no brief for other American producers who have rapped the Italian industry's technical deficiencies.

Laboratory, recording and power problems, Pahlen said, were over-come by his organization, which fully recognized these stumbling fully recognized these stumbling blocks long before a camera turned and took suitable steps to counter-act them. Power shortage, caused by Italy's drought, was hurdled by the use of the unit's own gen-

In production for four months on location throughout Italy and on the Isle of Capri, "Plrates" exceeded its original shooting schedule by only 10%—which is considered fine compared to certain other Italian locationers of American companies. Through the use of natural backgrounds plus cooperation of native labor and the Italian Navy. Pahlen feels that his \$700.000 budgeter represents "at least \$2.000.000 production value" under Hollywood standards.

Participating with Pahlen on "Pirates" production was the Marquis Theodile, who is receiving certain distribution markets in return for his financial contribution. It's the Marquis' initial venture In production for four months

certain distribution markets in return for his financial contribution.
It's 'the Marquis' initial venture
into filmmaking. U. S. release of
the pic will probably be hardled
by Motion Picture Sales Cor. with
which Pahlen expects to finalize a
deal this week.

Next on Pahlen's production
agenda is "It Happened in France."
a chase meller which Jacques Companeez co-authored. Picture would
star Viviane Romance who, Pahlen says, he has under contract for
both films and personal appearances. He's currently seeking an
American star as the male lead for
the pic which is tentatively due to
roll in Paris next August. Producer has still another property,
"Corsican Blood," tagged for filming after "France's" windup.

Int'l Use of Recordings Gets Airing at Congress Just Held in Amsterdam

Amsterdam, April 30.
The second postwar Congress of the International Federation of the Phonographic Industry was heid here April 25-28 in the Hotel de l'Europe, with delegates from most Western Europe countries attending, and Admiral Glassford of RCA acting as observer for U. S. companies. On the agenda were the question of the use of records for broadcasting purposes (and the associated questions of copyright concerned), and the attitude of the record industry to the organizations representing musicians and composers.

composers.

IFPI general secretary Basil Bramall said that on the whole he was quite satisfied with what had been achieved. He stated that the main aim of the federation was to formulate a sort of Berne Convention for the industry which would be worldwide in its scope and would even operate in the USSR. Steps were being taken to prepare such a convention and in prew of the strong measure of support the proposal had received, he considered its chances extremely good.

considered its chances extremely good.

The Congress was attended by representatives of both the International Broadcasting Organization and the International Federation of Musicians.

Dutch Decca Co. acted as hosts for the Congress with press and publicity chores in the hands of their flack, Rolf Ten Kate. Affair closed with a dinner which was attended by Dutch government and Amsterdam civic officials.

Stolz's 'Carnival'

Robert St. London. May 10.
Robert St. London. May 10.
"Carnival in Vienna," with book by
Hans Marlschka Is due to open in
Vienna in September.
Price Littler already has acquired the English rights.

Lissim's RKO Spot

Paris, May 10 Joe Bellfort, former assistant to Wladimir Lissim, RKO's Continen-tal manager, has been upped to homeoffice ref in Europe by RKO

homeoffice ref in Europe by RKO foreign chief Phil Relsman, who is now here. Lissim, currently in New York, recently resigned. Bellfort's new post will not be precisely equivalent to that held by Lissim, but will put him on equal footing with Elias Laplnere, who heads sales and publicity in Europe. It is believed there will be no appointee to the title of Continental manager. be no appointed tinental manager.

The has been with RKO

tinental manager.

Bellfort has been with RKO since 1930, starting as a page boy in the New York office. After getting a law degree, he joined the homeoffice legal department. switched to foreign in 1944 and has been in the Paris office for the past two years. Wladimir Lissim, whose resigna-

Wladimir Lissim, whose resigna-tion as European topper for RKO becomes effective in about a month, leaves for Paris from New York tomorrow (Thursday). He's been in the U. S. for the past two months.

His plans now are indefinite be-yond the time it will take him to clean up his affairs at RKO's Paris

Eire Nixing Newsreel Tax

Dublin, May 10.
Import duty on newsreels entering Eire, at 2c. a foot, has been withdrawn by Finance Minister Patrick McGilligan in his budget presented to the Dail (Congresslast week, Nixing of tax follows representations of leading exhibs and Newsreel Assn. and means reentry of reels into Eire after nine years. During war years stock entry of rees into thre after fine years. During war years stock shortage and Eire's neutrality cuts of war foolage caused newsreelers to stop supplying Irish market. At war's end it was found uneconomic to resume deliveries while the tax lasted.

lasted.

Budget has also cut entertainment tax for village film shows in centres of less than 500 population.

This will aid touring 16m exhibs and a small number of halls showing 35m films.

McGilligan reimposed the tax on terperies lifted three years ago because of difficulty of checking collection in rural areas, Tax will be 25% of charge for admission and will hit small terperies which have been having a lush time for the past few years.

Goldsmith Coordinator Of M-G's Foreign Sales

Charles Goldsmith, Metro foreign dept. exec, who recently returned from England, has been named company's coordinator for named companys coordinator for Brittsh regional operations. Sta-tioned at the h.o. Goldsmith will serve as central llaison in matters of sales control and interdepart-mental policy for all of the British Empire except the Far East.

Empire except the Far East.
Goldsmith served for a number of months as assistant to Sam Eckman, Jr., Metro's British chief. In another shift, Seymour Mayer has been tapped to act as aide to Morton Spring, veepee of the foreign subsid, on special assignments covering both theatres and sales.

Leeds Likes 'Champagne'

London, May 4

Ronald Millar's "Champagne For Delilah." which opened in Leeds May 2, has proved a hit there, with local press going into ecstasies about it. Play is sponsored by Henry Sherek and Howard S. Cullman, and is due at the New theatre June 8.

Meanwhile, Metro has already offered \$60,000 for the film rights, with Sherek holding out for nearly twice that.

Ben Henry to Coast

Ben Henry, Universal's British chief, heads to the Coast today (Wed.) with his wife for a two-week stay. Henry plans to spend one week at the studio and then vacation at Pebble Beach for the second stanza. He arrived last week in the U. S. along with Cecil Bernstein, co-chief of the British Granada circuit.

Both the Henrys and the Bern-

Both the Henrys and the Bernsteins are scheduled to return to England aboard the Queen Mary June 4. Bernstein and his wife left for Bermuda Saturday (6) for a two-week vacation.

'Moral Right' On Scissored Pix Stirs Up French

Paris, May 10.
Whether an artisan has a "moral right" to a picture on which he has worked is posing a tough legal problem for Pathe and the Producers' Syndicate. Question arose as a result of a suit brought against Pathe by Marcel Carne and Jacques Prevert, director and scripter respectively, of "Children of Paradise"

Prevert, director and scripter respectively, of "Children of Paradise,"

Plaintiffs contend their "moralise,"

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Plaintiffs contend their moralise, was injured when Pathe allegedly selssored several sequences of the film in order to make it easier to release. Recent court decision granted Carne and Prevert permission to seize the picture on the grounds that all artistic collaborators in a film had a "moral right."

Appealing the ruling, Pathe attorney Jean Rappoport won a decision which assessed damage against Carne and Prevert, Higher court held that no picture could be seized under conditions described in the complaint. However, the court still recognizes the plaintiffs "moral right." This point will be fought later by Rappoport in behalf of the Producers' Syndicate.

This litigation, it's felt here, is important to producers of other countries since any director; scenarist or actor who claims that his "moral right" to a film has been damaged might well halt the picture's release. Meanwhile, Rappoport Is mapping a trip to the U. S. to confer with top legalites there on the matter.

Seidelman's German Film Market Survey

Joseph H. Seidelman, Universal's foreign topper, who sails for Stock holm today (Wed) aboard the foreign topper, who sails for Stock-holm today (Wed) aboard the Gripsholm, will make an on-the-spot survey of the German situa-tion in preparation for U's estab-lishment of an office in that country. Since the company, along with other majors, will start operating on its own in 1950. Seidelman said he wants to check personally on the prospects of the German mar-

Seidelman's itinerary calls for visits to every European country outside Soviet-dominated lands. He expects to return to the U. S. with-in six-seven weeks.

Current London Shows

Current London Shows

London, May 11.

(Figure shows weeks of run)

"Adv. Story," James (8).

"Annie Get Gun," Col's'm (101).

"Beaux Stratagem," Phoenix (2).

"Bleax Stratagem," Phoenix (2).

"Bleax Stratagem," Phoenix (2).

"Bleak Chiffon," West. (2).

"Daphine," Wynd. (7).

"Dark of Moon," Ambassador (4).

"Foolish Gent'w'n," Duch. (11).

"Happiest Days," Apollo (59).

"Harvey," Wales (19).

"Harvey," Wales (19).

"Heiress," Haymarket (15).

"High Button Shoes," Hipp (21).

"Human Touch," Savoy (13).

"Ladies Burning," Globe (1).

"Latin Qt. Revue," Casino (8).

"Lilac Time," Palace (3).

"Marriage Story," Strand (2).

"No Flowers" York (1).

"Oklahoma!" Drury Lane (106).

"One Wild Oat," Garrick (23).

"Power Darkness," Lyric (1).

"September Tide," Comedy (7).

"Together Again," Vic. Pal. (109).

"Together Again," Vic. Pal. (109).

"Turners' Husb." St. Mart. (2).

"Woman's Place." Vaude (7).

"Worm's View," Whitehall (107).

Yank Indies to Get More Dates On French Screens Next Year?

Mayer Rents His Conn. Home, Back to Paris

Gerald A. Mayer flies back to Paris from New York Friday (13) to his post as Continental rep tor the Motion Picture Assn. of Amer-ica. He has been in the U. S. since

the Motion Picture Assn. of America. He has been in the U. S. since last weekend to give testimony in the current arbitration being conducted by Will Hays on divey of coln paid to the American industry by France under the Blumbyrnes agreement.

Mayer, while in the U. S., arranged for rental of his home in Connecticut, since he has taken permanent quarters in Paris. A few days following his return to France he heads for Rome to compromise proposals on the Italian dubbing tax.

Danish Pic Wins At Milan Fest

Genon, May 3
The Milan Film Festival ended last night (2) with the jury's first prize going to the Danish film.
Ditte Menneskebarn." directed by Bjarne and Astrid Henning-Jensen, which lad already been shown at the 1947 Venice festival. The Milan show, which lasted two weeks, falled to secure several pix it was after, such as RKO's "Joan." Clouzot's "Manon." WB's "Johnns Belinda" and 20th's "Snake Pit," and had to fill in with other, older films.

films. The Hungarian film "Quelque Part En Europe"was the public's choice in the voting which took place after the last show, while "La Terra Trema," directed by Luchino Visconti (shown at the 1948 Venice show, where it received a prize), was considered the best Italian film. There was only one other one in the running. Acting prizes went to Hildegard Knef (now in the states) and Gabor Niklos.

ing prizes went to Hildegard Knef tow in the states) and Gabor Niklos.

Other films shown were: Britain, "The Winslow Boy." "The Guinea Pig"; France, "Nuit a Tabarin"; Austria, "Der Prozess"; Mexico, "Private Life of Anthony and Cleopatra"; Germany, "Film Ohne Titel"; Italy, "Giudicatemi"; U. S., Story of Gl Joe," "The OxBow Incident" (this one had already been shown publicly in Italy), "A Song Is Born." "That Mad Mr. Jones."

The festival had attracted considerable attention in its preparatory stages, but interest in it died out when important plx dropped off its schedule, Jury, all-italian, was made up of members of organizations sponsoring the festival-Milan's Museo del Cinema, Milan Industrial Fair, and Milan Tourist Bureau.

Five Openings Spark Week's London Legit

London, May 10.

Five plays opened here last week, with two of them earmarked for runs. The Westminster long runs. The Westminster brought in the week's first offering Tuesday (3), with "Black Chiffon" Play, an absorbing psychological study by Lesley Storm, was splendidly received and looks to be a hit. Flora Robson scored a personal triumph in the role of a mother who steals through devotion to her son. "Marriage Story." an unconvincing meller with little chance for success, came into the Strand Wednesday (4). Angela Baddley has the leading role.

A sparkling revival of "The long

Baddley has the leading role.

A sparkling revival of "The Beaux Stratagem." Restoration comedy, took place at the Phoenix Thursday (5). Starring Kay Hammond and John Clements, the show appears set, An Inept comedy about marital jealousy. "Miss Turner's Husband." opened at the St. Martins Friday (6). Greta Gynt. who stars, was cordially received, but the play by Gilbert Wakefield stands little chance.

"Monkey Puzzle." which went into the Playhouse two weeks ago, was replaced by "Shooting Star."

vised by the French government that the quota on American place to be played in France during the to be played in France during the second year of the current Franco-American film agreement will be shuffled somewhat to give Indie distribs a better break, it is reported here. The change in allocations to Yank distribs is believed a result of strong protests made by Eagle Lion to the first year's division among the companies. New year starts July 1.
Under the division made during

Under the division made during Under the division made during the first year, the eight majors obtained licenses for 110 films out of a total of 121 with the remaining 11 going to indies. Both EL and Walt Disney protested over the division, claiming it almost completely shut out the indies, but Disney later withdrew his complaint when it was ruled that his unit, as well as others releasing through the majors, minst come under their quota.

under their quota.

Understood, EL has pushed its case during the year with both the U. S. and French governments. Washington, it is said, cabled its embassy which took the matter up with the French. What the proportion will be for the year beginning July 1 has not yet been disclosed.

Portuguese Legit Crisis Brings Radio Actor Ban; Poor Biz in Provinces

Lisbon, May 3.

Lisbon, May 3.
in order to try to stem unemployment among legit and vaude artists, their union has forbidden members under contract in legit and vaude shows to work for radio, and radio artists to appear in person on stage in shows. Idea is to spread available jobs as much theatre is going through in Portugal.

Two legit companies which had gone on tour with a small government subsidy are already back in Lisbon, owing to very bad business in the provinces. Rosa Mateus' revue company, on tour in the provinces, will be back in Lisbon before the end of May. A government subsidy has been granted to a revue company which will go to Portuguese Africa in June. A commission has been formed in order to study the reorganization of the Teatro National, which for the last 20 years has been run by Amelia Rey-Colaco and Robles Monteiro, who had lease on the theatre. Two legit companies which had

NEW ZEALAND RADIO CO. INTO RECORD MAKING

Wellington, N. Z., May 3.
Radio Corp. of New Zealand,
radio and electronic equipment
manufacturer, has gone into manufacture and distribution of disks, Tacture and distribution of disks, with facilities for turning out 400,000 records yearly. Outfit cut its first platter in February. In addition to pressing a "record of the month" from American and British masters, the company is releasing pressings from masters re-corded by the Australian Indie or-ganization, Australian Record Co. Also scheduled are several re-leases of disks recorded here by Radio Corp.

A. Marks is managing director.

Danes Kudo 'Vincent'

Danes Kudo 'Vincent'

Copenhagen, May 7.

"Monsieur Vincent" (UA), "Hamlet" (EL) and "Steady Stands the Danish Sailor" were chosen by the Danish Bilm crities as last year's best American, European and domestic films respectively. The selections were made at the crities' annual film awards festival held at the Ambassadeur here.

The crities awarded Bodils (royal porcelain statuets) to Preben Philipsen of Constantin Films for his importation of "Verdoux"; to Eagle Lion for "Hamlet" and to Asa Films for the "Danish Sailor." Thesping awards went to Karin' Nellemose and Johannes Meyer, with Aune Reenberg getting a prize for the best photography.

The Society of Motion Picture Engineers is expected to propose to NBC the creation of a 12-city pilot system of theatre television as the guinea pig for the ultimate tremendous expansion of large-screen TV into thousands of theatres throughout the country. Proposal will be made to the network in a matter of 90 days after the SMPE makes an initial study into speeding up theatre installations by reducing costs, simplifying equipment and establishing appropriate standards. priate standards.

equipment and establishing appropriate standards.

The group of engineers, it has been learned, has agreed to carry the bail for the Theatre Owners of America in pushing negotiations with NBC which TOA started several weeks back in talks between Gael Sullivan, TOA's exec director, and Charles R. Denny, NBC exec veepee. The understanding which makes the SMPE the spearpoint for exhibs on theatre telecame out of the joint SMPE-TOA meet staged Thursday (5).

Succinctly put, SMPE queries to NBC will be: Can such a system be installed in which equipment is leased to theatre showcases in 12 cities? Will NBC undertake to do the job with ultimate expansion elsewhere if the system works? The 12 cities to be chosen would be those in which the NBC network is already operating. In each city one showcase would be operated in the test.

As envisaged by SMPE and TOA the pilot system would be super-

operated in the test.
As envisaged by SMPE and TOA
the pilot system would be supervised by the engineering unit. It
would study the operation, make
suggested improvements to NBC;

suggested improvements to NBC; and advise as to whether the test could be expanded elsewhere or dropped if found unfeasible.

TOA toppers are proposing the lease system for TV equipment because they are convinced that present costs are too high for outright purchases by exhibs. RCA, parent company of NBC, has estimated the costs at about \$25,000 per unit. It has disclaimed any present intention of leasing equiporesent. present intention of leasing equip-

ment.

No great expansion of theatre tele is possible, TOA officials assert, unless RCA or some other big equipment manufacturer agrees to lease the equipment. On this point the theatre group notes that sound equipment is leased to exhibs. If a contrary position had been held by manufacturers, expansion of talking pix would have been delayed many years, it is asserted.

FOR is convinced that RCA will come around to its way of thinking. Reportedly, if the company refuses to modify its stand, theatre unit will approach other manuunit will approach other manufacturers with its proposal.

SIMPP Wary

Continued from page 3

lished. This is just the kind of thing we have been fighting elsewhere, and we don't see the point of the Dept. of Justice breaking up theatre interests on one hand only

theatre interests on one hand only to allow them to reorganize on a different basis on the other."

Doubt about the effectiveness or the propriety of a beef to the Attorney General was back of the long discussions on the propriets. Since there's no knowledge that Schenck's chain will be in any way illegal or in any sense a monopoly, except by conjecture, some SIMPPites felt that it would be unfair to squawk. Whether or not the protest is effective, the Sonot simple send that the sum of the protest is effective, the Sonot sum of the protest is effective. be unfair to squawk. Whether or not the protest is effective, the Society is girding itself, however, to keep a careful eye on developments not only in this situation, but on administration of the consent decrees by which RKO and Paramount are divorcing their houses and into which other companies may enter. There will be continual policing and a quick holler to the D. of J., Congress or the President himself if SIMPP feels that its interests are endangered by lack of adequate competition among those attending the SIMPP sessions last week were

No Extra Boothmen?

No Extra Boothmen?
All theatre television equipment merchandised in the future must be so designed as not to require additional theatre employees if the Theatre Owners of America has its way. Television committee of TOA has reached the conclusion that such video designing is feasible and "will insist that equipment be made part of the apparatus in the booth," spokesman for the organization said this week.

spokeman for the organization said this week.
"We don't want to be forced
to hire extra help,"
ToAer
added. Equipment
ande as an integral part of
the booth, it was said, with the
regular projectionists handling
the theatre TV chores.

Pathe Discloses \$2,100,000 EL Film Writeoffs

Fagle Lion was forced to write off \$2,100,000 in advances to indie producers during 1948 because its estimate of future revenues on these films indicated a loss, annual these films indicated a loss, annual report of Pathe Industries, Etz parent company, discloses. The writeoff represented a big slice of the total \$4,508,447 in advances outstanding to indie filmmakers at the close of '48. This coin, report said, is recoverable only from the proceeds of the pix on which the advances were made.

Generally optimistic statement by board chairman Robert W. Purcell discloses a loss of \$1,440,695 for the year against a profit of \$210,815 in '47. Purcell explained the red tinge by stating that many

\$210,815 in 47. Purcell explained the red tinge by stating that many favorable developments for Pathe and EL were offset by drastic re-duction on the stated value of comduction on the stated value of company's film inventory. It was only in '48, he said, that the company had sufficient experience in determining film earning potentials to absorb the loss of high cost pix made during EL's first 11 months of operations which ended July, 1947.

Rentals of pix hit \$15,269,189 during the year, while all other revenues of Pathe brought the overall total to \$30,068,449. Against this, amortization of film came to \$4,920,660; participation of producers, \$5,969,001; distribution costs, \$3,806,653; and cost of operating film-processing lab, \$5,310,173.

On the brighter side \$150,000.

On the brighter side, Purcell said EL's gross jumped 65% over the previous year. To date, in '49, said EL's gross jumped 65% over the previous year. To date, in '49, he added, trend has continued with receipts up another 20% during the first 12 weeks. EL is now de-livering product at an average cost 50% below that of the company's first 11 months of operation, he

Pathe Laboratories income is un Pathe Laboratories income is up over previous years. Company also realized a \$163,019 profit from the disposal of its lease in the State theatre, Denver. Its real estate holdings in the Van Sweringen

holdings in the Van Sweringen Corp., outfi previously in receivership, now show a profit again.

Total current and working assets are estimated at \$11,714,579, of which \$1,200,479 is cash. Total current ilabilities come to \$5,026,086.

Top Russ Brass

Continued from page 3

ing the prints, if Russ permission is forthcoming, will likely be Louis Kanturek, the organization's rep in eastern Europe. He speaks a variety of Slavic tongues and is familiar to film officials in the various Soviet orbit countries.

A number of the pix in the list forwarded by the Russians last week to MPAA prexy Eric Johnson, who negotiated the agreement in Moscow last fall, have already been viewed by Embassy officials in the Scandinavian countries, tion among theatres.

Among those attending the SIMPP sessions last week were Roy Disney. Sidney Deneau, James A. Mulvey, Harry Kosiner, William Levy, Arnall and SIMPP counsel Robert J. Rubin. Meetings was held at the organization's new in the Scandinavian countries, offices in Radio City, N. Y., which paris and Rome. Apparently, however formally opened Thursday (5) ever, top Soviet officials would with a cocktail party for the press and friends of the producers.

EL-Young

Continued from page 3 = to carry on with EL rather than dispose of it.

dispose of it.

"Although I am neither an officer nor director of Pathe Industries," Young said, "and therefore cannot speak for it, my influence as the largest stockholder will be to encourage the company to seize what I believe to be the greatest opportunity that has extend in recent years for the entry into the picture business of new and constructive influences.

Separate Fritities

Separate Entities

"It will be my purpose to encourage the company to make a complete separation of its distribucomplete separation of its distribu-tion organization from its produc-tion. For this reason the dual position of president of Eagle Lion Films and Eagle Lion studios, which Mr. Krim held prior to his resignation, I hope, will not be filled by one person.

"The officers of Pathe believe they now have in Eagle Lion dis-tribution one of the most effective organizations in the business and it is their purpose to further strengthen it.

"Pathe soon hopes to have allied "Pathe soon hopes to have allied with it additional resources not only to reopen its studio but to finance outside productions as well."

well."

Coast dispatches tie Sam Briskin, Paramount studio exec, and David Loew into a syndicate with Small. However, Briskin has told Varlery that he has nothing to do with the deal. He added that his Paramount ticket runs until August, 1951. Loew stated he bowed out of dickers after one meeting.

of dickers after one meeting.
Moving force behind the negotiations is Semenenko to whose bank EL is indebted for \$8,000.
Latter, however, has no assurances from Young as to what the railroader will go for in the way of a deal. Young's interest in EL is estimated at \$4,700,000.

Semenenko, it is believed, would like an outright sale in which the purchaser would assume the debt to his bank. Purchaser would undoubtedly also be expected to pro-duce fresh capital for the company

FCC Won't Nix

Continued from page 5

not normally sponsored, and NBC's not normally sponsored, and NBC's regular tele programs, either bank-rolled by advertisers or carried on a sustaining basis. Predictions that the latter category of shows might become fare for theatre TV were made several months ago by tele consultant Rolph B. Austrian, but Denny is the first network oficial to make that suggestion. He emphasized that theatres carrying such programs would have to carry such programs would have to carry the commercial plugs also and he commercial plugs also and ould be forced to get the spon-

the commercial plugs also and would be forced to get the sponsor's consent.

As for sports events carried by NBC-TV, Denny said the web would be prepared to license them for theatre showings if NBC owns or controls all rights. Where such events are carried by more than one broadcaster, NBC could not clear them alone and, if they are sponsored, the theatres again would have to carry the commercial plugs and get the advertiser's consent. He said the web, "in appropriate cases," would attempt to negotiate the clearing of necessary rights, with the theatres to pay any added costs for the acquisition of the rights.

Exhibs' Gamut

Continued from page 5 =

ness and reminded his listeners how they worried when customers Andy on radio, then a new form of entertainment.

entertainment.

Kroger Babb, prez of Hallmark
Productions, warned, however, that
television is here and then added,
"but there never will be a television program that compares in
production, music and direction
with the picture you have on the
screen in your theatre." Babb
called for better showmanship and,
at the same time, lambasted "overexploitation of star dust" since
some of the best pictures have no
marquee names.
William L. Ainsworth, National Productions, warned, however, that television is here and then added, "but there never will be a television program that compares in production, music and direction with the picture you have on the screen in your theatre." Babb called for better showmanship and, at the same time, lambasted "overexploitation of star dust" since some of the best pictures have no marquee names.

William L. Ainsworth, National Allied prez, explained how he increased Saturday matinee profits of their lire out for about the same with Parent-Teacher associations, fee.

Showmen on TV Vs. Pix B. O.

Divergence of opinion among top film execs on what effect television may have on the picture business was pointed up in the builetin this week of the Allied Theatre Owners of Indiana. Organization lists the following viewpoints under the label "One of These Men Is Right":
"Television will not kill the film industry as long as people continue to get better entertainment in the theatre than they do at home. Also, no matter what the improvement in television, most people will still want to go out for a good time."—Nichoias M. Schenck.
"Maybe these gives calvally better.

Maybe these guys actually believe that nonsense that television il have no effect on the boxoffice. I don't. I think that given "Maybe these guys actually believe that nonsense that television will have no effect on the boxoffice. I don't. I think that given enough of a head start, television will kick the living blazes out of movies."—Gradwell L. Sears.
"Television today is no threat to motion pictures. Who is going to pay the bill to show big motion pictures in the home?"—Louis B.

Mayer.
"The result of television will be a great increase in theatre pa-

Mayer.

"The result of television will be a great increase in theatre patronage."—Spyros Skouras.

"Every television owner becomes just as much a boxoffice prospect inside his home as outside it."—Samuel Goldwyn.

"Anyone who thinks that TV won't hurt films at the boxoffice is dreaming."—Joseph H. Hazen.

"In my opinion, television will not hurt the theatre business. It might make the public more movie-conscious and persuade them to visit the theatre more often."—Bernard Giannini, vice-president, Bank of America.

To these opinions might be added that of Barney Balaban in Paramount's annual report this week: "Television may turn out to be our companion rather than our antagonist. Just as radio developed our greatest personalities, such as Bing Crosby and Bob Hope, I believe that television will be an unparalleled medium for the development of talent for motion pictures. It will also be an unprecedented advertising facility for the showing of short sections of movies in homes to stimulate the interest of those who are not now patrons of the movies."

Curtis Mitchell Heads **News for Armed Forces**

Washington, May 10.
Curtis Mitchell is back as top
man in charge of the news division of the national military forces.
This means he is directing the four

This means he is directing the four divisions — press, pictures, radio and magazines for the Army, Navy and Air Force.

Mitchell's two aides will be Lt. Col. Clark Newlon, as military deputy, and John Adams, former white House radio man, as civilian deputy. Mitchell, a colonel in the Army during the war, when he handled public relations here, is back in service as a civilian. In setween his two stretches with the Armed Forces, he was publicity and advertising director at Paramount.

mount.

In charge of the pictorial division, which will include both still
and motion pictures, is Joseph Yovin, oldtime showman with expericnce in both legit and picture

His chief deputy is Jack Kenny His chief deputy is Jack Kenny, former chief of the Army Pictorial Service. Under Yovin, Lt. Comm. Richard Wynn, Naval officer, will be in charge of newsreels, and Donald E. Baruch will head the motion picture section.

UA Moving

Continued from page \$ =

the ECA appropriation. Determined effort is now being made however, to increase this fund to permit some profit. In anticipa-tion of this and of eventual normal operation, MPEA companies re-

tion of this and of eventual normal operation, MPEA companies recently voted to continue the co-op in 1950 only as a service organization and for each company to go no its own completely in 1951.

In Italy, UA has had no distribution for the past 18 months, although some of its producers have sold their product independently there. Caramelli, who operates Artisti Associati (Unit'd Artists), had held the UA franchise in Italy until the company's producers turned down the deal he offered in late 1947. The one which they have now agreed to accept and which Kelly will sign is understood to be less favorable than the stood to be less favorable than the

original.

Caramelli's 1947 offer was an \$8,000 guarantee in dollars for each "A" pic and \$4,000 for each "B," against 65% of rentals. UA and its producers had to arrange their own conversion into dollars of anything above the guarantees. Producers objected to Caramelli's right to classify their pix as to

TOA Lists 433 Pix Sold to TV

taken a crack at the sale of feature films to television in a bulletin to ail its members which lists 433 pix currently being peddled to video stations. Accompanying the list is a warning that the practice "would cripple the theatres and diminish the power of the theatres of the country to continue to support the fine productions that the theatre industry has made possible."

In its opening gun against the release of pix to tele, TOA makes no direct appeal for reprisals against producers seiling their product to TV but the implications are clear. Resolutions of the group's TV committee are cited, inail its members which lists 433 pix

product to TV but the implications are clear. Resolutions of the group's TV committee are cited, including the statement that members will be periodically advised of such tele releases so that they "may correctly assay the damage that may be accruing to their investments by such unfair practices, and may take such action as it is legally permissible to protect their business." TOA will henceforth war on the

business."

TOA will henceforth war on the practice by keeping tabs on further releases and mailing lists to regional organizations for publication. First bulletin, compiling the features to date; went to every exhibin the national organization. Itemization includes the name of the film, cast, distributor and date of original release to theatres.
Under the signature of Gael Sulivan, exec director, bulletin notes that it includes pix "originally released by M-G-M, RKO, Warner-Bros., Paramount and other major companies." It then adds: "Most of these pictures were made by outside producers and released through the company listed; the rights have reverted to the producer, and the producer not the distributor, has released the picture to television."

Incorporated in the bulletin is a reprise on the recommendation.

Incorporated in the builetin is a Incorporated in the builetin is a reprise on the recommendation that producers experiment with trailers made specially to push the atrea attendance via television. The attack against sale of pix to video, it also states, "is not made to repress or hamper a new art." Rather, it is the feeling that the "giving away of the industry product on television is economically indefensible from the point of view of the theatres."

Sues on 'N. Y.' Pic Tag



IF YOU ARE STILL ASKING:

"What's wrong with the picture business?" Take a look at this-

At the Roxy Theatre in New York last week a 20th Century-Fox picture, "Mr. Belvedere Goes To College," set an all-time record for that theatre. The above proves the business is there IF you have the product to attract it-

TALK ABOUT HITS!

IT HAPPENS EVERY SPRING THE BEAUTIFUL BLONDE FROM BASHFUL BEND MR. BELVEDERE GOES TO COLLEGE CANADIAN PACIFIC - THE FAN MOTHER IS A FRESHMAN THE FORBIDDEN STREET THE SNAKE PIT · YELLOW SKY A LETTER TO THREE WIVES DOWN TO THE SEA IN SHIPS

There's No Business like



Business

Pa. Exhibs Hear Samuelson Rap 20th Clearance Plan as 'Forced Bidding'

Philadelphia, May 10.

Indie exhibitors heard 20th-Fox's nuch-touted clearance, zoning and bidding plan bitteriy assaited at a meeting yesterday (9) in the Variety Club called by Allied Independent Theatre Owners of Eastern Pennsylvania.

Sidney Samuelson, general manager of Allied, cailed the 20th plan a thinly disguised scheme for "en-

ager of Allied, called the 20th plan a thinly disguised scheme for "enforced bidding." In an attempt to forestall the inauguration of the plan. Samueison wired Andy Smith, Jr., 20th v.p. in charge of sales, asking him to hold up the project for three months. Smith turned down the request, Samuelson said, with the statement "such a move would torpedo the whole plan."

aon said, with the statement "such a move would torpedo the whole plan."

The Allied meeting was attended by more than 40 exhibs, a number of whom were non-members and had been present at the meeting several weeks ago, when 20th set up the Philadelphia zoning and clearance plan. There were no 20th representatives present norwere there any dissenting voices raised against the Allied attack. "Vicious candy-covered poison," Samuelson calied the project. "They mean to have the indies running interference for 20th-Fox, just as 20th is evidently running interference for the rest of the majors." As a possible solution, the Allied manager suggested "the subsequent runs should show their individual disapproval by individually not buying."

Samuelson pointed out that Fox zones and clearances were not mandatory. He warned the exhibs that the plan will eventually "ruin" not only the indie exhib, but will strip their organizations of all unanimity.

At the meeting it was divulged

At the meeting it was divulged that the first 20th-Fox film to be tried under the plan ("Mr. Belvedere Goes to Coliege") will go into the first-run nabes for a minimum of a week's run starting May 26. The 18 theatres to bid successfully in 17 city and one suburban zone were: Broadway, Benson, Girard, Carman, Logan, Ogontz, Erlen, Fern Rock, Keswick, Bandbox, Jeffries, Tower, Nixon, Roosevelt, Mayfair, Oxford, Iris and Suburban.

lnterest centered on Zone 5, where the Park (indie) and Fairmount (Warners) failed to bid on "Belvedere." The inside story is that Warners' counsel, in setting up the chain's attitude to the 20th plan, advised Warners not to bid against any indie where the indie had previously used Fox product carefully. In the case where an indie had a split, or didn't play 20th product, the Warner house was advised to bid. The Park theatre, which fell into the former category, failed to

bid. The Park theatre, which ted into the former category, failed to bid on "Belvedere," and Warners Fairmount, on advice of counsel, didn't even try to bid. Fox exces didn't attempt to hide their peeve over the situation.

Indie interest was further weakened in the 20th plan by the announcement that the subkeys, which would get the plc 36 to 49 days after the end of the first-run would also be determined by bidding. Announcement was also made that subsequent Fox product to come under the clearance plan Included "Canadian Pacific," "Mother Is a Freshman" and "The

BIG NAME TURNOUTS FOR BOND PREMIERES

Film industry ballying of the U.S. Treasury's savings bond drive will include special preems for a number of new pix and three troupes of Hollywood stars. The star con-tingents will headline the drive in the hinterlands, with its first ap-pearance slated for Washington on Friday (13).

Friday (13).

Members of the DC group will make individual appearances in New York, Philadelphia and Boston next week. Another troupe opens the midwest drive Sunday (15) in Kansas City, and follows through in Detroit, Dallas, Cleveland and Atlanta. Among those participating are George Jessel, Larry Parks, Betty Garrett, Lizabeth Scott, Jean Hersholt, Dennis Morgan, Alexis Smith, Craig Stevens, Paul Lukas, Wayne Morris, Cesar Romero and Dan Dailey. Jestel will enicee at K.C.

20th for U-I 'Bagdad'

Hollywood, May 10.

Maureen O'Hara has been borrowed from 20th-Fox for starring role in U-l's Technicolor, "Bagdad," with Paul Christian and Vincent Price. Yvonne de Carlo, originally cast in the part, goes into "Mademoiselle McCoy and the Pirate" also Technicolor. Pirate," also Technicolor.

Robert Arthur is producing both.
Charles Lamont directs "Bagdad,"
Frederick de Cordova "Mademoiselie."

Bankers Cautious

Continued from page 3

-more, as a matter of fact, than many indies want to give.

many indies want to give.

The banks are anxious to know what the future holds at RKO, UA and EL before taking the lid of their coffers. Of the three companies, RKO is looked on most favorably, but owner Howard Hughes' lack of a definite policy—at least one they can find out about—have aroused the natural cautions of the financial men.

At UA and EL, it is prospective

tions of the financial men.

At UA and EL it is prospective changes of ownership, management or both that have the bankers sitting on their moneybags. They have a natural fear of the dark that has them cautious about putting up coin for a picture to be released perhaps a year or more from now by a company whose ownership, management or policies they may not approve of.

Costs Too High

Costs Too High

This distribution situation is one of the reasons the bankers are ask or the reasons the bankers are ask-ing for 100% guarantees of their money and other precautions. An-other is a feeling that costs are still too high. Belief among the bank-ers is that budgets can and will be still further reduced. They'd rather just sit out this period.

Weakness of the market for medium-grade pix provides still another factor inviting caution. Only real quality product is showing appreciable earning power, with the result that the so-so pix with the result that the so-so pix are ofttimes falling very flat on their faces. The bankers feel that this situation leaves them insuf-ficient margin for error, since it is obvious that every pic they back can't be a topper in quality.

cont be a topper in quality.

An one financial expert expressed it this week: "We used to figure if we put up 50% or occasionally 60% of the budget we just couldn't lose. Practically any film would bring that much back. even if it were a flop, provided the budget was fair and not heavily watered. That was the situation before the war and up to couple years ago. It's not true any more. We've found that it is very possible for a film to fail to get back 50% of its cost. So we'll just wait and see what happens before we make any more loans."

Only banks listening to indie offers now are Bank of America In los Angeles, and Bankers Trust, and Chemical in New York. A few other New York Institutions may come loan special deals coreason.

and Chemical in New York. A few other New York Institutions may come in on special deals occasionally. Bank of America has been asking the 100% guarantee, while Bankers and Chemical are willing to look at each deal individually and decide from that what their terms shall be.

Reade-RKO Continued from page 3 =

double-features are which

which double-features shown.
Slackening at the boxoffice since Easter week combined with video's inroads to cause the axing of reels in a number of spots, it is said. With business off some 20% from last year at the present moment, pressure for economies increased and the reels became the first victim.

sno the rectain.

Several of the reels are moving on-the-spot news coveraway trom on-the-spot news cover-age in favor of editorial treatment in an attempt to stave off the on-slaught of video. Paramount, for one, is using an entire reel on one subject with increasing frequency, and is expected ultimately to turn out regular newsreel issues on that

MORSE SUCCEEDS EGLI AS PAR CASTING HEAD

Hollywood, May 10. Eddie Morse succeeds Joe Egli Paramount casting director. notice Latter got notice last week after 21 years in the casting department. Morse, in department for last 12 years, handled bit casting. William Greenwald, also in cast-ing, me es up to Morse's spot.

Bankrollers Continued from page 3

and profit in regular commercial

channels, Hersh declared.

Hersh admitted that Ideal for five or six years after. It got into fiim financing in 1940 made a good deal of coln out of it. Investments mostly, however, were in low-budget product in the early years while later on the war boom made virtually any pic a profitmaker. As soon as the going got tough via a combination of falling domestic grosses, reduction of foreign income and high production costs, however, Hersh stated, the basic weaknesses of film financing started to assert themselves. Among these are lack of collateral, lapse between the time money is advanced and release, and the intangible of audience acceptance, plus the frequency with which budgets are exceeded by producers.

While Ideal was interested in a great many pix, with the early profits offsetting many of the latter-day iosses, Heller outfit didn't move in until the gravy train was close to the end of the line. It financed only high-budgeters, numbering about 20, and had no big previous film profit cushion to fall back on, so its experience in the field was completely unhappy.

Foreclosure proceedings are gochannels, Hersh declared.

Hersh admitted that Ideal for

Foreclosure Proceedings

Foreclosure proceedings are going on in New York currently in "Walk in the Sun." When Bronston came to Hersh and Heller with waik in the Sun. When Both ston came to Hersh and Heller with the deal originally, he had a commitment from a bank for first money, and the two finance outfits were to advance secondary funds. Bank withdrew, however, and Ideal and Heller assumed the entire loan, which eventually amounted to \$970,000. Following them were about \$300,000 in deferments by Milestone, the studio, etc., plus some cash advances, bringing the entire negative cost to about \$1,250,000. This exceeded the original budget by more than \$400,000. Pic has got back about \$1,500,000 in domestic rentals and nothing from overseas. Fox's distribution fee, plus prints, advertising and other costs took about half the income, which makes it appear that

other costs took about half the income, which makes it appear that Hersh and Heller will take it on the chin for about \$200,000 when the final count is ln.

Foreclosure proceedings—the first on any pix in recent years, incidentally—were started on the Coast some time ago against "Bedside Manner" and "Bachelor's Daughter." Hersh and Heller will come out about even on "Manner." With a budget of \$1,000,000, they put up \$300,000 and got back \$100,000 of that, which constituted a completion guarantee that was not 000 of that, which constiuted a completion guarantee that was not

firms for about \$200,000 of the \$280,000 they put into it. Budget was around \$1,000,000.

was around \$1,000,000.

Two Sign Quitclaims
With "Paris Underground" and
"Delightfully Dangerous" obviously never going to show any profits
for their makers, producers Bennett
and Rogers, respectively,
signed quitclaims turning all right
over to Hersh and Heller. This over to Hersh and Heller. This obviated foreclosure proceedings. Fnancing outfits say they will loss \$300,000 of the \$370,000 they put into "Underground" and more than \$100,000 of the \$150,000 invested in "Dangerous." Both pix were

obviated foreclosure proceedings. Fnancing outfits say they will lose \$370,000 they will ose \$370,000 they but it isn't set up, but may arrange engagements in a group of key city isn't set up, but may arrange engagements in a group of key city followed by a major distrib while he was \$100,000 of the \$150,000 invested in "Dangerous." Both pix were budgeted at about \$1,000,000, and the banks which advanced first money came out okay.

Hersh and his brother. Sam have now turned to 16m and video production as more profitale. Sam, on the Coast, is supervising the making of a series of family-type three-reelers which are showning a good income on the narrowsiange circuits. They cost about \$25,000 each, according to Hersh. About 15 have now been completed. When the number reaches 26, they will be offered to video. Income from that source, however, the \$125,000 price that Korda and Helprin also have been unable to find a buyer at that country on a percentage basis. Korda feit, however, after the first two pix falled to show expected strength, that he'd be between the shorts are expected to more than break even on school, church and home bookings.

20th Policy Statement

and honest representation of product so as to avoid unnecessary bickering on the terms of each picture. As a result of his full responsibility to the situation, the 20th Century-Fox representative will offer the exhibitor still higher forms of service, such as exploitation ideas, special promotional angles and material and the latest merchandising concepts. This will represent additional direct assistance in attracting the greatost potential audience to the theatre.

Upon receipt of a print, the Division Head, Branch Manager and Salesmen will screen it, discuss its value and the conclusion they arrive at determine the general policy under which that picture will be distributed in that territory.

Under the present conditions of buying and selling, our sales represent

in that territory.

Under the present conditions of buying and selling, our sales representatives must be able to make quick, binding decisions because the exhibitor needs to know as far in advance as possible the pictures he will play, since his backlog of product is so limited. Therefore, we have given craslesmen the widest latitude so that they will not have to refer their deals to the Home Office for approval. Where we have given responsibility, we have also given authority.

Methods of Sale

have also given authority.

Methods of Sale

This company's approach to sales is based upon two precepts, (a) There can be no arbitrary method of doing business. We seek to do business in the way the customer prefers, consistent with a fair and square deal. (b) Since pictures are not sold on a basis of cost but on their ability to earn, each film investment represents a major risk to the producer, Therefore, every opportunity must be given a good picture, to earn its full potential for both the exhibitor and the distributor.

Our survey reveals that where it is practicable and desirable to do business on a percentage basis, the one method of sale that stands out beyond all others as the fairest, most efficient, most progressive and most mutually beneficial is the sliding scale, which was originally conceived and introduced by Al Lichtman.

1. The Stiding Scale. This is the incentive method. There is incentive to promote the picture. There is incentive to book it at the best playing time. Under the Sliding Scale every picture finds its proper level, which encourages the exhibitor to run it as long as profitable. It is this incentive which in turn provides the incentive to the producer to continue in his efforts to make ever finer, stronger, boxoffice films.

2. Flat Rentals. Many exhibitors throughout the notion available.

films.

2. Flat Rentals. Many exhibitors throughout the nation, particularly those in small towns and late subsequent runs, prefer to buy their pictures flat rental. That is how we shall sell them. We have devised a system of designating flat rentals for the small exhibitor, who is least able to carry the big load imposed by these times. This method will function for him just as fairly as if the sliding scale were in operation in his theatre.

Modernized Distribution Techniques

Modernized Distribution Techniques

who is least able to carry the big load imposed by these times. This method will function for him just as farly as if the sliding scale were in operation in his theatre.

Modernized Distribution Techniques

We have resolved to initiate the following steps to modernize some of our distribution techniques; this will aid the exhibitor in his efforts to win back and retain the large audience which is not presently attending the motion occure theatres.

Clearance and Multiple necessary that pictures be brought to the public while interest is twery height. A major point in our policy is to reduce clearances, where are yellowed the public to see our spary. This will shorten the dead time and enable the public to see our spary. This will shorten the dead time and enable the public to see our pictures most conveniently when and where they want to see them at very height. A major point in our policy is to reduce the impact of adverting time they most want to see them as a result of the impact of adverting time they most want to see them as a result of the impact of adverting time they most want to see them as a result of the impact of adverting time they most want to see them as a result of the impact of adverting the resulting the mutual benefit of all interests involved. Clearances and Multiple Runs must benefit of all interests involved. Clearances and Multiple Runs must remain clastic. The form will vary with each locality and will refer careful examination by us, together with our exhibitor clients. However, regardless of form, we are convinced that this offers one of the most, regardless of form, we are convinced that this offers one of the most, regardless of form, we are convinced that this offers one of the most, regardless of form, we are convinced that his offers one of the most, regardless of form, we are convinced that his offers one of the most, regardless of the most of form that the regional, day-and-date distribution of motion pictures in the proper of the proper of the proper of the proper of the proper

Korda Distrib On Own

A picture

that dares

to take

a stand

-AND STANDS

ALONE!

UNITED ARTISTS

announces with pride

The Premiere Engagement
Tomorrow

of

a new Stanley Kramer production.

Screen Plays Corp.

presents

Home of the Brave"

at the

VICTORIA THEATRE

(New York's home of distinguished motion pictures)

SCREEN PLAYS CORP presents

"HOME OF THE BRAVE" AND DOUGLAS DICK . FRANK LOVEJOY . JAMES EDWARDS . STEVE BRODIE . JEFF COREY . LLOYD BRIDGES PRODUCED BY STANLEY KRAMER . Based on an original play by ARTHUR LAURENTS . Screenplay by CARL FOREMAN

Duracted to TMARK ROBSON . Musical Score by DIMITRI THOMKIN

Film Reviews

Roll. Thunder, Roll

18

Roll. Thunder, Roll sats several traps for the bandits and finally nabs them.
Although the Ryder part demands no thesping genius. Bannon does a clean cut job as the fearless cowpuncher. Don Kay Reynolds, as a fast-riding Indian youngster, is given some sharp lines which will garner laughs, and his role as Ryder's junior detective should gives vicarious participation in the wild-and-woolly adventures. The kids should also find anties of Emmett Lynn, as an oldtime scout who continually bungles his assignments, a source of humor.

who continually bungles his assignments, a source of humor.

Deep-dyed villainies are provided co apetently by Glenn Strange, as a saloon owner, and Lee Morgan, as the town barber. A scene with Hyder being shaved by the crooked barber offers some real melodramatics. I. Stanford Julley adds both menace and comedy as the Niex character. Femme roles are subordinate but interesting.

Story moves quickly and staging of fight sequences is good. Color adds impact to outdoor locales and the red hair and costuming of Ryder point up his bold characterization.

Bril.

Outlaw Country

Ontilaw Country

Screen Guld release of Ron Ormond
moduction. Stars Leab La Rue. Fuzzy St.
John: features Dan While: House Peters.
Jr.. Nancy Saunders. Directed by Ray
Taxlor. Original story, Ormond. Ira
Webb: camera. Ernest Miller; editor:
Huch Winn: music. Walter Green. At
New York theatre. N. X., week May J. 49.
Lash La Rue
The Frontier Phantom;
Fizzy Q. Jones. Fuzzy St. John
Jun MicCord Dan White
Brizzy Q. Jones. Hozzy St. John
Jun MicCord Dan White
Ger Saunders. House Peters, Jr.
Cel Saunders. Lee Roberts
Buck Lee Roberts
Frunk Evans Ted Adams
Jane Evans Nancy Sainders
John Merton
J

Jane Evans Marshall Clark Jeff Thomas Senor Cardova Fighting Deputy Fighting Deputy Sandy Sanders Bob Duneun

One of the better Lash La Rue oaters, "Outlaw Country" has sufficient lead-slinging and hand-to-hand melees to satisfy most action addicts. Although fabricated from familiar plot material, the picture generally maintains a swift pace from start to finish and appears "I suited for its intended market," arn has La Rue handling a dual roc—that of twin brothers. One is a Federal marshal on the prowl for a ring of counterfeiters while the other is a notorious outlaw who's involved with the bogus currency gang. After a face-to-face encounter with his kin, the black sheep acts a change of heart and joins their bldeout.

gets a change of heart and joins the marshal to corral the thieves in their hideout.

Master of the bull whip, La Rue us, a the black snake to advantage in upholding the law. As the converted renegade, he handles that start in okay fashion. Fuzzy St. John contribs the comedy touches without carrying the slapstick too far. Dan White is a standard heavy as the outlaws leader. Nancy Saunders is adequate in the long tennue chore. Supporting players ar competent.

Smartly directed by Ray Taylor, the film was produced by Ron Ormond who wrung maximum production values out of a modest budget. Producer also co-authored the screenplay with tra Webb. Camerawork of Ernest Miller is good.

Arctic Fury

Aretic Fury

Hollywood, May 6.
melependent release of Baris Peiroff
smouth production. Directed by Fred
Feitchans, Jr., and Norman Hawn.
Norman Lawn.
Norman S. Parker: Camera, Norman
Aun. Jacob Hedl, Edward Kill, William
Arn. Thomas Barlow
Barlow
Barlow
Gloria Petrol
Barlow
Gloria Petrol
Barlow
Gloria Petrol
Gloria Petrol
Arator
Merril McCormick
Fred Smith

Circle Jim Fred Smith

"Arctic Fury" is okay padding
for double bills in the smaller situations and will get by in lesser expioitation bookings. Independently
inade by Boris Petroff, it is a film
account based on the adventures
encountered by Dr. Thomas Barlow, flying medico of the Arctic
Circle, when he was the victim
or a plane crash.

"Bicture develops interest despite
the awkward, amateurish quality to
its production. As a saga of reallive adventure, complete with all
the threats of the wilderness, it
thould have stood some polishing
without losing realism. It was
firmed in the far north under the
direction of Fred R. Feitshans, Jr.,
and Norman Dawn, with the latter,
plus three other cameramen lensplus three other cameramen lensing the trek across glaciers, marshes and forests of the region. Story picks up where Dr. Barlow agrees to fly to a plague-ridden

rom page or native viilage. En route his plane crases in the sea, he escapes polar bears and takes off across the country for the village. As companions, he has two bear cubs and it is these four-footed clowns who do the most to hold the interest together. Arctic willd life, such as musk oxen, snowshoe rabbits, seals, wild dogs, lend authenticity to the travel log before the doctor is rescued at the end of his long trek. trek.

Human actors in the drama give

Human actors in the drama give wooden performances, topped by Del Cambre's impersonation of the doctor. Don Riss handles the narration that backgrounds the far north footage, but dialog is ordinary, though adequate.

Brog.

Life in Bloom

(Color)
(KUSSIAN)
Artkino reisase of Mostilm (Alexander Davbenko) pasa of Mostilm (Alexander Davbenko) pasa (Stara Grikori Icolar): (Features Alexandra Vassilieva, Favel Shamin, Feodor Grigoriev, Directed by Y. Solinteva, Screenplay, Inovikenko; camera (Magicolar), b. Komatov; music, camera (Magicolar), b. Komatov; music, olas Napoll, At Stanley, N. Y., week Slay T. Rumning time, 82 MINS.

Micharin		Grig	ori Belov
Michurin's	Wife	Alexandra	Vassilieva
Terentl		. Pav	el Shamir
Kartashov		Feodor	Grigorie
Riaboy		Victor	Kokriakov
Khuenov		Mikha	il Zharov
Kalinin		Vladimi:	Solovie
Translator	P	Yuri	Liahimuv
Mr. Mayer	r	Vladii	nir Isayet
Mr Byrd		Serg	ei Tsenir

(In Russian; English Titles)
Pic hiog of the Russe Luther
Burbank, Ivan Michurin, may appeal in Russian-language and art
houses. Fact that it is in striking
color, has music by Shostakovich,
and deals with the current heredity - vs. - environment controversy,
may bring a few additional bookines

ity vs. - environment controversy, may bring a few additional bookings.

Yarn, which is short on plot and long on gab, traces the life of the hardworking gardener who developed some 300 new varieties of plants. Conflict arises from hostility his ideas meet from Carlst authorities. He plugs away, however to prove his point that acquired characteristics can be inherited and that scientists should lurry up evolution by cross-breeding experiments. Climax comes after the Revolution, when the Bolsheviks recognize the food-value of bis work and give him a subsidy. Despite the theorizing, Below makes Michurin believable, sometimes absent-minded and crotchety, sometimes witty and charming. Role of his long-time opponent. Prof. Kartashov, is capably handled by Feodor Grigoriev.

Film has draggy sequences, when the camera lingers on clouds, trees and other scenic beauties. But lensing is silck and color is on a par with U. S. films', except in some indoor shots where lighting is off. Shostakovich's score is unobstrusive, and particularly effective in a segment when Michurin is tormented by his wife's death. Pic holds interest, but the Russians have turned out more stirring films.

Brit.

Don Quixote De La Mancha (SPANISH)

Azleca Films release of Clesa produc-tion. Stark Rafael Rivelles. Juan Calva-linected by Rafael Gl. Screenjay. Nato-Gartin Sturk by Megael be Cavantee Gartin Sturk by Megael be Cavantee when the Company of the Cavantee Stewed in N. Y. April 28, 49 Running lime, 138 MINS.

Sancho	Juan Caive
Sauson Carrasco	Fernando Res
Barber	. Manolo Morar
Aulonia	Sara Montie
l'riest	luan kanantalaar
Duke	Calleyma Marie
Dorotea	trumerino mari
Condents	Nant Fernande
Cardenio	dose M. Secano
Duchess	Guillermina Grir
Tolosa	.Carme De Lucio
1st Innkeeper	Manuel Requena
Müller	Milagros Leal
2nd Innkeeper	Felix Fernande.
2nd Innkeeper's wife Don Fernando	Julia Laios
Don Fernando	Edwards Fained
Housekeeper	India Caba Alba
Luscinda	This Caba Alba
Made and an a Property Co.	Maruja Asquerino
Majordonio-Duena Flori	da Arturo Marin
2nd Barber	Casimira Hartade
Inukeeper's Daughter -	Matilde Conesa
Tome Cecial	Fernando Aguirre
2nd Soldier of Inquisition	n Santiago Rivero
Muleteer	Emilio Santiage
Maritoner 31	ari Crar Facutes

Martiones Mari Cruz Faentes
(In Spanish; English titles)
Cervantes' story of Don Quixote
has been translated again for the
screen, this time by Cifesa Productions, one of largest producers
of Spain. A prententious, eostly
production directed by Rafael Gil,
it never quite lives up to its initial
promise. While a strong entry for
Spanish-language sureseaters, average American audiences are and to Spanish-language sureseaters, average American audiences are apt to find it embersome and methodical. Also militating the film's chances in the average U, S. theatre is that it runs two hours and 18 minutes. This Spanish interpretation lacks Imagination and interesting episodes from Cervante's vambling, offen disjointed novel. And the story is told ponderonsly.

Rafael Rivelles, one of Spain's 15.

better known legit actors, makes a vivid Don Quixote, despite 'the weak production. Joan Caivo, who nearly steals the picture, as his faithful servant, possibly could have helped the overail effect if he had been permitted to figure more importantly. And also, if the producers had conceded the importance of other people in the film. Maruja Asquerino is okay as Luscinda, while Juan Espantaleon makes a highly convincing priest. Alfredo Fraile's camera work is spotty. Herman G. Weinberg has done a neat job on the English titles.

Variety Clubs

Continued from page 7

made executive assistant to the International chief barker, and Latta, an official now of the new tent in London, was named European representative of the International. Also appointed as International representatives were Oscar A. Oldknow, for Los Angeles and Denver, latter city organizing a tent there; Abe Blumenfeld, San Francisco, for San Francisco, Seattle, Portland and Salt Lake City, latter three now organizing tents. latter three now organizing tents. Other International officers will be

appointed by O'Donnell shortly.
The annual charity awards citation for 1948 went to Los Angeles
Tent 25, for outstanding humanl-Tent 25, for outstanding humanisarian service of the year in establishment and operation of a Boys Club, at a cost of \$200,000 besides other projects of local aid. Tent 25 also plans to establish additional boys clubs in the area at a cost of \$75,000 a year each, with one added annually to the present project. The judges were Arthur Ungar, editor of Dally Variety, chairman; Tom Connors and George Demboy. George Dembow.

George Dembow.

Of the amount of money pledged for the next year, \$200,000 is earmarked for the Will Rogers Memorial Sanatorium, Saranae Lake, N. Y., which is an obligation of the

N. Y., which is an obligation of the International.

New Orleans, which was first choice for the next International convention, with Atlantic City second, is now trying to clear a date so that sufficient hotel accommodations will be provided for around 1,000 delegates and barkers.

Goldwyn's Plan

Continued from page 5

object to having their product labeled with the Goldwyn insignla and Goldwyn himself doesn't think it fair, since he intends to have nothing to do with the actual production of films that he'd channel through RKO under the new plan. Hence, he wants Hughes to agree to dropping the label provision. Hughes won't do that and allow the pix to be released at the Goldwyn terms. Fee is the matter now in negotiation.

Goldwyn's plan is not to take in a lot of indies, but just a few quality producers who might make a total of four or five pix a year. Ilis alm is to give them every service they need on the business side of filmmaking so that they can concentrate on the creative side. Goldwyn's advantage in such a setting would be reduction of his own overhead on the studio and on his large-scale domestic and foreign sales supervision setup.

Plan is to give Indies all the services at fees as low or lower than they now can get anywhere else, since their is no intention of making money out of these activities, but merely spreading overhead. As a result, producers may have a cholee of either paying fixed fees or pro-rating with Goldwyn himself the cost of the operation.

Financing of the indies will be recomplicated by the second of the second.

tion.

Financing of the indies will be accomplished by Goldwyn via a new company he will set up for that purpose. Its capital will come completely from private sources. Amount of coin that will initially be placed in the revolving fund hasn't yet been determined. It will do second-money financing. will do second-money financing, with banks advancing the initial coin and the Goldwyn assets providing all the guarantees that are required.

RKO Gets 'Julie'

Westwood Productions, headed by Irwin Allen and Irving Cum-nings, Jr., closed a deal for the release of its first picture, "White Rose for Julie," through RKO, Story, recently bought from RKO, will the life of the com-

Story, recently bought from RKO, will go into production July

Inside Stuff—Pictures

Stand taken by H. J. Ansiinger, U. S. Commissioner of Narcotics, against showing of the prize-winning Canadian documentary, "Drug Addict," In the U. S. is in line with the careful approach to the subject adopted by the Motion Picture Assn. of America in its production code. "Addict," directed by Robert Anderson, has been kept off American screens on Anslinger's request to the Canadian government in which estated that the film "contained scenes of addiction which tended to glamorize the drug habit and would do more harm than good."

While the MPAA lifted its absolute ban on the drug subject several years ago, producers must still obtain specific okay from the association's board before making a film. Hence, very few have since been made, the best known being Columbia's "To the Ends of the Earth," pic which starred Dick Poweii and was produced by Sidney Buchman, One of the chief piffalls in films on drugs which the MPAA seeks to avoid is the education of irresponsible elements to their use. Anslinger's objection to the Canadian film appears to be on parallel lines.

Plug given to 20th-Fox production chief Darryl F. Zanuck and the entire film industry on the floor of Congress last week by Rep. Isadore Dollinger (D., N.Y.) marked probably the first time that a picture was cited in Congress before it was released. Citing Zanuck and 20th for pacing the industry in producing pix on "many typically taboo topics," Dollinger laid particular emphasis on the upcoming "Pinky," which is still before the cameras.

Congressman also lauded the entire film business, declaring "the American motion rickurs industry by its attempt to mirror the discontinuation of the congression of the congression of the congressman is congressed to the congressman also for the congre

American motion picture industry, by its attempt to mirror the daily living problems of the American people, has acted as a super-salesman for Americanism at home and abroad."

Edward Small has earmarked \$145,000 for national mag advertising on "Black Magle," which will provide one of the heaviest such campaigns in recent years. United Artists, distrib of the Orson Welles-Nancy Guild-starrer, is aiming for up to 600 engagements on the film around Aug. 19 to tie in with the ads, which will break shortly before that time.

that time.

Technique of heavy national coverage followed by a splurge of bookings is the same as employed by UA on "Red River," in which Small was a large investor. Its success led to the decision to attempt a repeat on "Magie," which was produced by Gregory Ratoff for Small in Rome.

A unique brochure, very stringently laying down policy for publicity and exploitation of "Home of the Brave," was sent this week to its branch managers and field staff by United Artists. The eight-page mimeo is believed to be the first time that publicity policy has ever been so specifically laid out for pic.

UA is sending out one or more publicity men for at least the first 20 engagements, with most of the p.a.'s having first been given special training in the policy at the homeoffice. Handling the film are Harold Salemson. Harold Evans, Jack Cooper, Earl Keate, Phil Cowan, Walter Krause and Mark Freeland.

Despite Madeleine Carroll's draw in "Goodbye My Fancy," current legit success, United Artists is skipping a Broadway first-run for "High Fury," in which she is starred. Pic preems at the Brooklyn Paramount today i Wednesday)as companion feature to another UA release, "My Dear Secretary," a Laraine Day-Kirk Douglas starrer, "High Fury" was originally labeled "White Horse Inn." It was photographed entirely in Switzerland by Harold French and was bought for release in the U. S. by Mary Pickford, Buddy Rogers and Ralph Cohn.

Twentieth-Fox has hit the jackpot in titles for one of its new pictures, which will finally go into release as "The Forbidden Street" after carrying three previous names.

Lensed in England as "Britannia Mews," from the Margery Sharp

Lensed in England as "Britannia Mews," from the Margery Sharp novel of the same name, title was deemed "too British," hence switched to "Affairs of Adelaide." That, according to 20th, was "too long," and was replaced by "Impulse." Company execs, after considerable thought, believed that one lacked boxoffice Impact so finally decided on "Forbidden Street."

Some 400 film exchanges and shipping depots of the Motion Picture Assn. of America's member-companies have completed their third successive year without any loss from fire, a report from the MPAA's conservation department director John B. McCullough reveals this week. Reporting to MPAA prez Eric Johnston on 1948, McCullough said "it is doubtful that any industry of comparable business volume can match this record." Members' fine records, he felt, can be attributed to their own self-regulatory conservation program instituted 26 years ago.

Pix Biz Profits

Continued from page 5 =

stock was still outstanding. Stock was thereby reduced by 12.21%. During 1948, Balaban continued, company also spent \$8,600.000 for additions to fixed assets and Investments; \$3,500.000 for reduction of its bank debt; and \$13.788,000 for payment of dividends to stockholders. Result has been that Par's net working capital was decreased \$10.420,000 during the year.

year.

Current assets at the end of '48
are listed at \$81.628.553 and
llabilities at \$13.664.405, leaving a
net working capital of \$67.964.148.
Cash and government securities Cash and government securities totalled \$32,372,460 while the film inventory amounted to \$42,483,137. Par's drive for studio economies is played up in a comparison of

against \$4.43 per share in '47 on '7,029,839 outstanding shares. Of its total net, some \$2,360,000 was orepresented by net capital gains. This figure, it is believed, is the total cash taken in by Par in the splitup of the Multin & Pinanski circuit in New England.

Par's Stock Program
Referring to its tremendous program for the acquisition of its own common stock. Barney Balaban, company prez, said that the company has now bought 916,133 shares at an aggregate cost of \$22,392,000 disregarding dividends which would have been paid if the stock was still outstanding. Stock was thereby reduced by 12,21%.

During 1948, Balaban continued, company also spent \$8,600,000 for reductions to fixed assets and investments; \$3,500,000 for reductions to fixed assets and investments. trenchment measures were instituted, so that if the markets hold. I am hopeful that we will have turned the corner in production-distribution sometime during the second or third quarter of this very."

TV a Plus Factor?

TV a Plus Factor?
Turning to television, Balaban declared that it 'may turn out to be our companion rather than our antagonist." He added: "Just as radio developed our greatest personalities such as Bing Crosby and Bob Hope, I befleve that television will be an unparalleled medium for the development of talent for motion pictures. It will also be an unprecedented advertising facility for the showing of short sections of movies in homes to stimulate the interest of those who are not now patrons of the movies." amount spent on productions beamount spent on productions before the cameras against the figure last year. Company's outlay
at the close of the year was \$11.
286,779 compared to 1947's total of



... as rugged as the wilderness!

THRILLS

... as towering as the mountain peaks!



... as tender as a first kiss!

DEGENICOLOR



Starring LON
MCCALLISTER

as DANNY . . . the boy they called a quitter!



GARNER

as DORIS...the girl who trusted her love—and nothing else!



PRESTON

as TOM . . . whose burning hatred was a deadly weapon!

with FORREST TUCKER · SKIP HOMEIER . Produced by WILLIAM MOSS · Directed by PHIL KARLSON
Screenplay by Morton Grant and Dorothy Yost · Story by Morton Grant · Presented by WILLIAM MOSS PICTURES, INC. · Released by EAGLE LION FILMS

EAGLE LION'S Great Outdoor Action Hit . . . in Technicolor!

Clips from Film Row

Interstate's Village and Robb & Rowley's Texas in Oak Cliff granted 31-day availability by 20th-Fox. Some 10 other nabe houses operother nabe houses oper-will continue on 45-day

Robert D. Sparks named manager of recently opened Star-Lite drive-in near Tyler, Texas. He formerly was manager of Arcadia, Majestic and Queen there.

Majestic and Queen there.
G. A. Lucchese announced that Igancia Torres will manage recently opened Alameda in San Antonio. Robert Lucchese, son of Teatro Nacional owner, replaces Torres. John Diaz named skipper of Teatro Guadalupe, also in that city.

National Allied holds spring board meeting here May 30-31, ac-cording to A. F. Meyers, general counsel. First time board has met

Annual confab of Allied Theatre wners of Texas opens here

Douglas J. Spieckman named manager of Grand, McCarney, op-erated by Theatre Enterprises, re-places Howell Johnson, who plans to enter private biz.

C. W. Hutson has sold the Quin-lan at Quinlan to Mr. and Mrs. L. E. Wolcott of Fort Davis, Texas. Grand here reopened at Moran. Texas, by V. E. Davis, who pur-chased house from Bill Robbins.

PITTSBURGH

PITTSBURGH

Jack Keiffer, assistant manager of Stanley, promoted by Warners to manager of New Oakland, with Joe Outly-moving from there to Regent while Dave Smith is doing relief chores during vacation season. Bob O'Malley goes from the Warner into Keiffer's old spot, with Lester Kennedy, of Manor, replacing O'Malley.

George Corcoran, formerly with Penn-State Amus. Co. and later business manager of AMPTO of Western Pennsylvania, joined Republic as salesman.

Western Pennsylvania, joined Republic as salesman.

Beulah Marie Hart, formerly with Metro here, now on Paramount office staff.

Charles Mergen tranferred to main line sales post by Par, with Bill Brooks' resignation to go with Bert Stearn's Cooperative Theatre Service. Harold Henderson takes over Mergen's West Virginia territory.

Both sides filed motions for new trials in Uda Maggio-Park Thea-rier, Meadville, Pa., case, Mrs. Maggio was awarded \$10,000 in her two damage suits as a result of part of theatre ceiling collapse, causing death of her son, a patron of Park at that time. Her counsel contended the verdict was inadequate while attorneys for the theatre corporation urged new trial and judgment notwithstanding the verdict. tory. Both sides filed motions for new ials in Uda Maggio-Park Thea-

MINNEAPOLIS

M. A. Levy, 20th-Fox branch manager, after conference with Al Lichtman, reassured territory exhibits that the new sales supervisor has no severe sales polley in mind. "Hamlet" going into Lyceum, legit house, for second roadshow engagement in three months. Latest independent neighborhood houses to demand earliest 28-day availability are Albombra. Itol.

Latest independent neignoor-hood houses to demand carliest 28-day availability are Albambra, Hol-lywood. El Lago and Camden, all

New York Theatres

CLIFTON WEBB - SHIRLEY TEMPLE Mr. Belvedere :: College'

A 20th Century-Fox Picture
On Variety Stage—VIVIAN BLAINE
DE LYON - MICARTHY & FARRELL
to Stage—The ROOKIES. Joan HYLDEFT

ROXY 7th Ave. 4 =

RADIO CITY MUSIC HALL Reckefeller Center

James Stewart - June Allyson "THE STRATTON STORY

SPECTACULAR STAGE PRESENTATION



of which now have 56-day clear-

of which now have 56-day clearance.

Al Lichtman and Andy Smith, 20th-Fox executives, accepted invitation to attend Northwest Allied convention here May 23-24 and explain company's sales policy.

After more than 40 years in show business, John Piller, Valley City, N. D., exhibitor, is selling his two theatres to Sim Heller, Grand Rapids, Minn., circuit owner.

Arion, Paramount nabe house, demanding 28-day clearance now held by one other of its uptown theatres and six independent spots.

President Bennie Berger of North Central Allied has defied some of membership that is taking him to task for inviting Al Lichtman and his touring 20th-Fox sales policy party, to the annual convention here May 23-24. Invitation has stirred up dissension and threatens to cause a rift in the organization because of 20th-Fox demands for higher rentals.

ST. LOUIS

Elmer Donze, part-owner of ra-dio station, organized syndicate to construct and operate 350 car drive-in between Perryville and St. Mary, Mo.

Mary, Mo. W. P. and C. W. Robertson and F. C. Weary, Caruthersville, Mo., organized United Drive-In Thea-tre Corp., to construct a drive-in between Caruthersville and Hayti,

Mo. Commonwealth Theatres, Inc., Columbia, Mo., planning to build 1,100-seater there.
Recently organized Fairy Theatre Co., composed of Sol, Presto and Marvin Bank, purchased the Fairy, indie nabe here from Oscar Sanowsky.

Sanowsky.
Gordon Halloran, St. Louis branch manager for 20th-Fox, escaped with minor injuries last week when his auto was forced off the road near Troy. Mo.

CHICAGO

CHICAGO

Censor board had lightest month in years last April with 111 pics reviewed and none banned or cut. Variety Club of Illinois annual report reported charitable expenditures of \$70,510 for period starting in April last year through April of 1949. All but \$1,000 went to LaRabida Heart Sanltarium.

Paramount regional sales meet next week will be attended by Adolph Zukor and Arthur Schwalberg. Columbia sales huddle following week.

Art O'Toole. Paramount salesman, broke five ribs in auto accident at Monmouth. Ill., last week. Duke Shumow, son of Warner branch manager, bought the Liberty Chicago Heights, Ill., from Liberty Theatre Corp.

KANSAS CITY

Duke Clark heads up new south central division into which Para-mount has grouped exchanges in the region from here south. Clark continues headquarters in Dallas. Commonwealth reopened its Harrisonville, Mo., house as the Lee last week. House formerly was called the Perkins, and recent-ly got full facelift.

ALBANY

ALBANY
The Tryon, 1,000-seater, opened as another firstrun in Amsterdam, near here. Brandt Theatres is buying, booking and managing. Tryon is bidding for product against Schine, which has three houses in Amsterdam. One of them, the Strand, will reopen shortly after a major remodeling job.

Anglo-U. S.

Continued from page 3 :

drop the "unit plan"-their insistdrop the "unit plan"—their insist-ence that their product cannot be double-billed in England with a British picture. The British also promised to do their best to get their government to give a better break to the Amer-

logive a better break to the American industry on the present currency restrictions. These provide a maximum of \$17,000,000 a year may be remitted in addition to which U. S. companies get a sum equal to the earnings of British pix in this country.

which U. S. companies get a sum equal to the earnings of British pix in this country.

While the major companies,
While the agreement favorably, opposed to any early action in that the Society of Independent Motion Picture Producers blew its top in indignation, claiming that the sagreement amounted to a subsidy agreement amounted to a subsidy by Américan filingoers of at least 41,000,000 (\$4,000,000) for British producers. Following a hursian business of the sagreement amounted to a subsidy agreement amou

riedly-called meeting of the SIMPP redistribution committee in New York, the Society's prexy, Ellis Arnall, issued a statement blast-ing of short range advantage, but "dangerous in principle" as an ex-"dangerous in principle" as an example for other countries. Arnall said SIMPP's attorneys are now examining the legal position of the Motion Picture Export Assn., under the umbrella of which the agreement was made, and a course of action would be determined at future meetings.

Outline of these armale as a examining the said of the said of

Outline of these compromise pro-posals was handed to the Ameri-can execs in mimeographed form and is expected to be made public this afternoon (Wednesday) simultaneously in New York and London. Details had been withheld until the British delegates to the Angio-U.S. council — J. Arthur Rank, Sir Alexander Korda and Sir Henry French—could present their report French—could present their report to Harold Wilson, prez of the Brit-ish Board of Trade. That was done at a meeting over the weekend.

at a meeting over the weekend.
Following discussion of the proposals by the governments and industries in the two countries, another session of the Anglo-U. S. council — the American delegates are Johnston, Barney Balaban and Nicholas M. Schenck—will be held in Washington June 2, 3, and 4. Rank, who does not fly, will not attend that meeting because of the time involved in making the ocean crossings, so the principal British reps will be Korda and French.
Another session at which the de-

Another session at which the details of the compromise are expected to be finally cleaned up and inked will be held in London in August, it was agreed.

August, it was agreed.

The sessions in New York yesterday drew company toppers and foreign chiefs of almost every company to hear details on the British proposals, which have been kept for two weeks under one of the tightest lids that the industry has ever succeeded in imposing.

French \$3,000,000

Continued from page 5

held by the F, ench because of Inability of Price. Waterhouse & Co. to locate all of the 26 indies to whom sums are also due. Some of the filmmakers have gone out of business, others haven't their books available for audit, and some won't show them to the accounting firm, the certification of which is nec-essary before payments can be

This stymie concerning the in-This stymic concerning the in-dles was holding up all the re-mittances until recently, when the American majors made agree-ment to leave 20% in France to pay off these accounts when the audit situation was solved. Another \$250,000 is being re-ceived by the Yank firms through

a deal they made to pay for re-pairs on a Swiss tanker in France. Motion Picture Assn. of America rep Gerald A. Mayer got permisrep Geraid A. Mayer got permission of the government to pay for the tanker work in blocked francs owned by member companies. Swiss owners in turn are compensating the firms in dollars.

One of the major restrictions on reduction because the firms in the compensation of the compensation because the compensation of the major restrictions on the compensation because the compensation of the compensation of

one of the major restrictions on production here which the French government is already easing is that calling for a local partner owning at least 50% of any pic made in France. Provision was owning at least 50° of any prowing the following specific produced jointly by Paul Graetz and 20th-fox and further applications will be treated sympathetically, it is known. Restrictions on bringing over American technicians will over American technicians with unover American technicians will likewise be administered "with un-derstanding," it is said.

Metro Set to Invade Canada's 16m Field

Metro's sales chief William F. Rodgers has definitely decided in favor of 16m distribution in Canada. Company will start handling the narrow-gauge product in the Dominion beginning this fall. Unlike other majors, Metro's own exchanges will take on the sale of 16m features rather than franchise to outside companies.

Step 1s not regarded as prelied.

Picture Grosses

PORTLAND, ORE.

(Continued from page 9)

(Continued from page 9)

1949" (20th) (5 days). So-so \$3,400.
Last week, "Red Canyon" (U) and
Jungle Jim" (Col. big \$7,200.
Oriental (H-E) (2,000; 50-85)—
"Belvedere to College" (20th) and
"Cheated The Law" (20th) (8 days).
day-date with Paramount. Torrid
\$5,500. Last week, "Connecticut
Yankee" (Par) and "Henry, Rainmaker" (Mono) (2d wk), \$4,800.
Orpheum (H-E) (1,750; 60-85)—
"El Paso" (Par) and "Disaster"
(Par). Sock \$9,500. Last week,
"Undercover Man" (Col) and "Ladles of Chorus" (Col), good \$7,700.
Paramount (H-E) (3,600; 50-85)—
"Belvedere To College" (20th) and
"Cheated Law" (20th), also Oriental. Torrid \$14,500. Last week,
"Connecticut Yankee" (Par) and
"Henry, Rainmaker" (Mono) (2d
wk), \$7,750.
United Artists (Parker) (895; 5085)—"Little Women" (M-G) (3d
wk). Terrific \$7,000. Last week,
\$9,600.
Guild (Parker) (485; \$1.80-\$2.40)
—"Red Shoes" (EL) (3d wk). Big
"Red Shoes" (EL) (3d wk). Big

\$9.600.
Guild (Parker) (485; \$1.80-\$2.40)
—"Red Shoes" (EL) (3d wk). Big
\$7,500. Last week, about same.

PROVIDENCE

(Continued from page 11) tle Women" (M-G). Single bill and heavy weekend helping to neat \$19,500. Last week, "Enchant-ment" (RKO) and "High Fury" (UA), \$17,000.

Strand (Silverman) (2,200; 44-65) "El Paso" (Par), Being held three extra days for Thursday opening of "Mainhandle" (Par) and p.a. of Dan Duryea and producer Bill Pine. So-so \$3.500 for 3 ex-tra days. First week was mildish

'Flamingo' Hot \$18,000, Buff, 'Witch' Okay 10G

Buffalo, May 10. Biz is generally off here this eek despite several new, strong ix. Tops is "Flamingo Road" at

Estimates for This Week

the Lakes.

Estimates for This Week

Buffalo (Loew's) (3,500; 40-70)—
"Little Women" (M-G). Good \$15.
000 or over. Last week, "Belvedere
To College" (20th) and "Vallant
Hombre" (UA), nice \$17,000.

Great Lakes (Par) (3,400; 40-70)—
"Flamingo Road" (WB). Torrid
\$18,000. Last week, "Dream Is
Yours" (WB), \$14,000.

Hipp (Par) (3,400; 40-70)—"Casablanca" (WB) and "G-Men" (WB)
"reissues). Nice \$8,000. Last week,
"State Dept.-File 649" (FC) and
King Cole Trio, others on stage,
nice \$14,000, but below hopes.

Lafayette (Basil) (3,000; 40-70)—
"Criss Cross" (U) and "Shamrock
Hill' (EL). Okay \$11,000 or close.
Last week, "We Were Strangers"
(Col) and "Rusty Saves Life" (Col).
stout \$13,500.

Century (20th Cent.) (3,000; 40-70)—
"Wake of Red Witch" (Rep)
and "Duke of Chicago" (Rep). Oke
\$10,000 or near. Last week, "Adventure in Baltimore" (RKO) and
"Train to Alcatraz" (Rep), \$9,500.

'Pride' Robust \$13,000 In Toronto, 'Kettle' 12G

Toronto, May 10.

With heat and holdovers hurting, town is mainly in the doldrums. An exception is reissue of "Pride of Yankees" which Is very big at four houses. "Ma and Pa Kettle" shapes up well as a newcomer, at Uptown. "Quartet" still is doing capacity biz. pacity biz.

Uptown. "Quartet" still is doing capacity biz.

Estimates for This Week
Downtown, Glendale, Scarboro, State (20th Cent) (1059, 955, 698, 694; 35-60)—"Pride of Yankees" (RKO) 'Ireissue'). Very big \$13,000.
Last week, "Flaxx Martin" (WB) and "Homicide" (WB) \$10,000.

Imperial (FP) (3,373; 40-70)—"Bride of Vengeance" (Par). Light \$8,500. Last week, "Canadian Pacific" (20th), good \$13,000.
International (Taylor) (605; 48-66)—"Quartet" (EL) (6th wk). Capacity \$4,000 after about same last week.

Loew's (Loew) (2,096; 40-70)—"Ball Game" (M-G) (4th wk). Okay \$6,000 after last week's \$9,000.

Odeon (Rank) (2,396; 35-\$1,20)—"Tulsa" (EL) (2d wk). Nice \$10,000 after last week's \$9,000.

Shea's (FP) (2,386; 40-70)—"Nick Beal" (Par). Satisfactory \$7,500.
Last week, "Connecticut Yankee" (Par) (3d wk). hig \$6,500.

University (FP) (1,556; 40-70)—"Dream is Yours" (WB) (2d wk). Okay \$4,500 after last week's good \$6,500.

**Orkersty (FP) (1.556; 40-70) — "Dream Is Yours" (WB) (2d wk). Okay \$4.500 after last week's good \$6.500.

"Ma, Pa Kettle" (U). Hefty

\$12,000. Last week, "Family Honeymoon" (U) (3d wk), nice \$7,000.

Montl. Slow; 'Don Juan' Sharp \$18,000, 'Boy' 13G

Montreal, May 10.

Montreal, May 10.

Biz is slow at all houses this stanza with "Don Juan" shaping best at Loew's. "Canadlan Pacific" looks to wind up below hopes at the Princess. "Boy With Green Hair" is just okay at Palace.

| Hair | is just okay at Palace. | Estimates for This Week | Loew's (C.T.) (2,855; 40-65)... |
| "Don Juan" (WB) | Nice \$18,000 |
| Last week ("Words and Musle" (M-G) (3d wk), fat \$12,000 |
| Capitol (C.T.) (2,412; 34-60)... |
| "Three Godfathers" (M-G) (0kay \$12,000 |
| Last week, "Walk Crooked Mile" (Col) (2d wk), \$10,500 |
| Palace (C.T.) (2,625; 34-60)... |
| "Boy With Green Hair" (RKO) |
| Just oke \$13,000 | Last week, "John Loves Marry" (WB), \$14,000 |
| Princess (C.T.) (2,131; 34-60)... |
| "Canadian Pacific" (20th) | Mild \$8,000 | Last week, "Gallant Blade" (Col) | sharp \$12,000 |
| Imperial (C.T.) (1,839; 26-45)... |
| "Unafraid" (U) and "Tucson" (20th) (2d wk). | Down to \$6,000 |

"Unafraid" (U

"Unafraid" (U) and "Tucson" (20th) (2d wk). Down to \$6,000 following sock \$11,500 first round. Orpheum (C.T.) (1,040; 34-60)... "Stong of India" (UA) and "Strawberry Roan" (Col) (2d wk). Off \$4,500 after strong \$8,000 opener.

Wanger Bullish Continued from page 5 =

engagements. RKO execs private-ly feel that "Joan" may have come ly feel that "Joan" may have come along too late to get maximum results at upped-admissions a bevy of plx did a couple ago, but that the policy is worth

ago, but that the policy is worth continuing.

Wanger, in his statement last week, said that a gross of \$8.700.000 must be achieved for "Joan" to hit the break-even point. He declared that by the end of 1950 his \$9.000,000 would be reached and all vestors would show a profit. the

restors would show a profit.

There was no tendency in either distribution or financial circles to dispute his statement, most observers feeling that his estimate was within the realm of possibility, but, as far as they were concerned, it is too early to tell. Definitely not worried about their investment are Bankers Trust of New York and Security-First National of Los Angeles, who between them advanced \$3,500,000 of the \$4,250,000 negative cost. They feel certain on the basis of returns to date that they'll get out all right, although they'll get out all right, although it will take a little longer than originally anticipated.

originally anticipated.

Wanger's statement regarding the pic came as a result of reports that Miss Bergman, his partner in reduction, was "unhappy" the production, was "unhappy" with Hollywood because, among other things, she had lost her investment in "Joan."

vestment in "Joan."

Pic Is expected to do exceptionally well in the foreign market, especially in Catholic countries, and some fantastically high offers of dollars delivered in the U.S. have been made for outright sales in a number of areas. Wanger has been withholding the rights on the plea of RKO that it would rather distribute through its own offices, although it is likely that leasing deals will be made in some territories.

Always -THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms with bath and radio

"Faramest on the Coast ALEXANDRIA HOTEL

Fifth at Spring • Los Angeles FRANK WALKER, General Manager Formerly at Olmsted, Cleveland, O.



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sensational first engagements North, East, South or West!

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- SACRAMENTO
- SEATTLE
- SPRINGFIELD, Mass.

COLUMBIA PICTURES presents

GLENN FORD

THE

UNDERCOVER

UNDERCOVER

NINA FOCH

James Whitmore • Barry Kelley

Written for the Screen by Sydney Bookin

Additional Dialogue by Marvin Warld

A ROBERT ROSSEN PRODUCTION

Directed by JOSEPH H. LEWIS

at the Paramount Theatre, N.Y.

FCC—at Long Last—Acts on WOV's Transfer to Weil, Hartley & Co.; WNEW **Gets Permanent License After 5 Years**

In the most protracted duopoly rase in industry annuals, the FCC granted Arde Bulova's application to transfer WOV, N. Y., to Victory Broadcast-

WOV, N. Y., to Victory Broadcasting Corp. The Commission simultaneously renewed the license of WNEW, N. Y., for the period ending May 1, 1951, and that of WOV for period ending Nov. 1, '51.

The action was taken over dissenting votes by FCC Chairman Wayne Coy and Commissioner Robert Jones, who favored a hearing. The consideration involved in the WOV transfer is \$200,000, plus 10% of the stock in WNEW owned by Richard E. O'Dea, also part owner of WOV, and the discontinuance of suits brought by O'Dea against WNEW.

Stations WNEW and WOV are both seaters.

Stations WNEW and WOV are both controlled by Bulova. Ownership of two stations in the same area violates the Commission's noboth that the same area violates the Commission's nomultiple-ownership rule. To satisfy this rule, Bulova at various times filed four applications to
transfer WOV, but one was denied and two were withdrawn. Both
stations have been operating undied temporary licenses since 44,
which prevented their getting increased power or other facilities,
such as FM or TV adjuncts. Today's decision followed extensive
Investigations conducted by the
FCC last fall.

The Victory Corp. is composed
of Ralph Weil and Arnold Hartley,
now general manager and program
director, respectively, of WOY; N.
Joseph Leigh, lithography-color
photography industrialist; Chas. B.
McGroddy, N. Y. attorney; and
O'Dea. Leigh and O'Dea will hold
512/1/e and 331/3/e, respectively, of
the common voting stock.

Coy and Jones, in dissenting
from the majority, said they were
unable to conclude from the FCC's
investigation 'that the Commission
Is in a position to find that Mr.
Bulova and the corporation in

Investigation "that the Commission is in a position to find that Mr. Bulova and the corporation in which he is the controlling stockholder are qualified by character to be entrusted with the responsi-(Continued on page 35)

NBC 'PLAYHOUSE' 4G TAG REFLECTS MARKET

Reflecting the depressed market for radio shows, NBC is reported offering "Screen Directors Playhouse" for \$4,000 week. Such a show in good times would have brought \$10,000 weekly or better. Included in the net's package are a name star, top director and o'her comparable elements. Pabst has shown an interest in the show for the summer months. NBC is chiefly interested in getting its house shows sponsored at a price in keeping with the receding level.

McKnight to Produce Mason Series for NBC

Hollywood, May 10. Tom McKnight will produce a James Mason dramatic series for NBC, replacing Dee Engelbach, who withdrew when Lyn Murray his choice for the music, walked out following a dispute over fees.

Mason has called off a vacation in Hawaii after he had planned to tape 13 programs by June 10. Instead, he may go back to England to make a picture after the first cycle of shows has been ampexed.

3 in a Row for Elaine

For the third consecutive year Elaine Carrington, scripter "Pepper Young's Family," "When a Girl Marries" and "Rosemary,"

a Girl Marries" and "Rosemary," daytime Sertats, has been awarded the National Family Week Radio Citation by the Intercouncil Committee on Christian Life, comprised of all faiths,

Specifically the kudo is in recognition of Miss Carrington's five-times-a-week contribution "toward the family" via "Pepper Young's Family" with special reference to the tolerance aspects of the program.

Pittsburgh, May 10.
WHOD in Homestead has
the only femme Negro platterspinner in radio, it's believed,
in Mary Dee.
She's mother of four chil
dren, too.

Day Next to Make Switch to CBS?

Dennis Day may be the next top NBC consedian to make the switch to the rival CBS web. Colgate, which now bankrolls "A Day in the Life of Dennis Day" on NBC. has bought the Sunday night 6.30 to 7 time on CBS, starting in the fall, and it is believed the outfit might want to switch the Day program over since it would directly precede the Jack Benny show, on which Day is a featured member of the cast. That CBS slot is being vacated at the end of the current season by the Ozzie and Harriet show.

Time buy represents new Colgate business for CBS, since the sponsor is keeping its hold on the Sunday night 9:30 to 10 period. Outfit now has "Our Miss Brooks," starring Eve Arden, in at that time. It may decided to move "Brooks" down to the earlier slot on the assumption that show would need the hypo the Benny preceder would give it more than Day would. If the maneuver to move the comedian over from NBC tails, of course, then Colgate will need another balf-hour show to fill one of the Sunday night niches. Time buy represents new Colgate

KIRO Goes to Bat With Card Campaign Vs. Bad Earthquake Publicity

Stung by exaggerated reports of earthquake damage in Puget Sound cities by the April 13 earthquake, KIRO, local CBS outlet, is carrying on a postcard campaign through its listeners to correct impressions that the quake leveled buildings and damaged cities extensibility.

pressions that the quase leveled tensively.

Strong pitches are being used on all local-origination programs, with a supplement of spot announcements, urging listeners to request postcards to mail to friends in other parts of the country. The first five days of the campaign resulted in a distribution of 15,000 cards, and the station sent along a letter to each recipient suggesting brief, to the point messages to be used on the cards.

The KIRO project has the hearty endorsement of the Chamber of Commerce, tourist bureaus and the hotel association.

Soviet Air Jamming Seen Tribute to Voice

Washington, May 10.
Soviet Russia's "terrific efforts"
to jam U.S. broadcasts on the Berto jam U.S. broadcasts on the Berlin blockade lifting are a "great
tribute" to the Voice of America.
Assistant Secretary of State George
Allen told the American Legion
auxiliary here yesterday. There is
"no better evidence of the effectiveness of the Voice," he added.
Allen promised he would use
"every possible means I can to
keep our propaganda activities as
truthful as any other activity of
the Government and to see to it
that we do not copy the techniques
of the Soviet or Nazi Germany."

WORC Ups Miss Stanton

Worcester, May 10.

Mildred Stanton, manager of WORC here for the past 15 years, has been elected to the station's board of directors.

In addition to Miss Stanton, the New England area boosted another femine manager. Helen Wood, who recently took over similar post at WCCC, Hartford.



SHELDON PETERSON

For the second consecutive year, Sheldon Peterson has been a winner in the Denver Press Club radio newsman's competition—the only Colorado radio newsman to attain this honor.

WOR Shows to Get Visual Treatment Via Seebach Plan

visualization treatment. Looking ahead to the debut of its video operation this summer, the MBS outlet is restaging all AM broadcasts to simulate TV conditions.

The new policy is the brainchild of Jules Seebach, who recently returned as program v.p. after a stint with the Metropolitan Opera Assn. Seebach found that studio and theatre broadcasts were unphotogenic, with a welter of microphone wires, unsightly standing

phone wires, unsightly standing mikes, performers standing with their backs to the audience and stages junked up with equipment. As result, Seebach has asked all WOR personnel to become visual-conscious. Ceiling suspension mikes are being used, so that announcers and thespers will learn to work without the crutch of standing mikes. The number of mikes is being cut down to a minimum, eliminating the maze of wires and making operations simpler for engineers. The stress on visual appeal is adding to the audiences' appreciation and overall showmanship of the stanza, Seebach points out.

Programwise Seebach is hypoing WOR staffers' creative efforts.

Seebach points out.

Programwise Seebach is hypoing WOR staffers' creative efforts.

"Program departments were more creative in radio's early days," Seebach says. "But the growing importance of ad agencies and independent packagers, as well as the cut in sustaining time available, turned the program departments into more administrative setups. Time was spent reviewing ideas submitted by others. Now I think the emphasis should be placed on developing and creating new shows ourselves."

Seebach says that the outside agencies and packagers have made and continue to make valuable contributions, but the program departments of stations and webs shouldn't abdicate. "Our philosophy is to ask staffers, What would you want to hear on the air, what new programs can you suggest? By tapping our own 'creative sources as well as the packagers. Seebach declares AM radio can continue to advance."

'DUFFY' BRUSHES B-M FOR ANOTHER LINE

Hollywood May 10 Ed Gardner has been given his

release by Bristol-Myers and for the first time in seven years is a free agent. Dring packager de-manded continuing options for "Duffy's Tavern" which Gardner resisted. Contract had a year

Jewish Group Beef May Balk FCC OK On Richards Transfer of Vote Control

Paar May Be Back

ABC has cut an audition record with Jack Paar, ex-Gl comic who has been off the air for more than a year. According to J. Donald Wilson, web program v.p., the new stanza will be a 30-minute audience participationer titled "Take a Share."

"If it clicks it will be skedded in vening time.

Films Get Own 2-Way Service

Washington, May 10.

The motion picture industry was assigned a separate radio service for two-way communications in general allocations for non-broadcast operations issued last week. The industry will share the use of certain frequencies with the Press Relay Service.

The allocations, which go into effect July 1, provide for a multitude of industries and services which use radio for various safety and emergency needs and where other means of communications are unavailable. The film industry uses two-way radio between locations and staff headquarters, particularly in isolated areas.

and staff headquarters, particularly in isolated areas.

The FCC report was adopted over a vigorous dissent by Commissioner Robert Jones, who said the allocations fail to consider future needs and don't make efficient utilization of scarce frequencies.

Plans for an Arizona Regional Net Collapse; Wind Up 250G in Red

Phoenix, May 10.

Phoenix, May 10.

The Sun Country Broadcasting
Co. was permanently eclipsed here
last week, ending all plans for a
proposed regional network that
would have linked four Arizona
cities. Announcement that blueprints for the web had been
abandoned, after three years of
preparations, was made by J. R.
Heath, general manager of Sun
Country, who said that construction permits for stations in Phoenix and Tucson had been returned nix and Tucson had been returned

to the FCC.
Although granted seven licenses by the FCC between April, 1946, and September, 1947, the defunct chain never got a single station on the air. Preparations, however, cost the net's stockholders about \$250,000, a deficit that finally led to the jettison of all plans. Original FCC grants were for KPSC and KPSC-FM, Ploenix; KTSC and KTSC-FM, Tueson, and KYSC. Yuma. Application was also made, but was never granted, for a 1,000 watt station in Flagstaff.

CBS' SNEAK 'WORLD' TO GET SPORADIC AIRINGS

"The World Is Our Beat." new news stanza which CBS sneak-previewed April 27, will be aired on

viewed April 27, will be aired on a sporadic basis, according to Davidson Taylor, the web's public affairs v.p. The show will be carried when hot news which lends itself to "Beat" treatment breaks. The program had seven CBS correspondents in Berlin, Paris, London, Washington and New York discuss current foreign policies in a "party line" conference. The gabbers kicked the questions around for 65 minutes and the tape recording was edited down to 30 minutes. The net says future "Beat" broadcasts can be set up within 48 hours.

FDR, Jr., Polit. Series

manded continuing options for "Duffy Tavern" which Gardner resisted. Contract had a year to go.

Gordner recently talked with tricit launched a five-time series of william S. Paley in New York and broadcasts over WMCA. N. Y. Most are time showed an interest in "Duffy" and may negotiate with Gardner should Cantor go TV exclusively for the brewer next seathers.

Washington, May 10,

Washington, May 10.

A strong protest by seven Jewish organizations, which banded together to petition the FCC last
week to turn down the proposal of
George A. Richards to transfer
voting control in his Los Angeles,
Detroit and Cleveland stations, is
expected to receive serious consideration by the agency.

expected to receive serious consideration by the agency.

Principal point ralsed by the organizations' petition was whether Richards can legally delegate responsibility for the operations of his stations while still retaining ownership. It was understood this question will have great weight in determining whether FCC will go ahead with hearings, which it postponed to consider the transfer proposal, into charges of news slanting on KMPC. Los Angeles, to reflect Richards' prejudices.

Whether or not the Commission proceeds with the hearings was still in doubt but it was believed likely, in view of last week's petition, that the transfer plongoal will not be accepted without argument. If the transfer plan is rejected summarily, the FCC is expected to order the hearings to proceed. But belief persists here that Richards will sell rather than face hearings.

The petition was filed by Irving Kane, New York counsel for the American Jewish Congress, Anti-Defamation League of B'nai Brith, Jewish Labor Committee, Jewish War Veterans, Community Relations Committee of the L. A. Jewish Community Council.

The document stated that approach to the community of the provider of the proposal with the Community of the provider of

Council.

The document stated that approval by the Commission of the voting control transfer would create confusion as to whether charges as grave as those against Richards "are grounds for any action, investigatory or disciplinary..., It is time for clarification rather than further confusion as to Richards' status as a broadcaster."

The Commission was told that Richards "would still he in control of the stations under the proposed plan or he would not. If he would, the plan should be rejected because of Richards' admitted majpractices.

(Continued on page 34)

(Continued on page 34)

CBS, ABC IN BANGOR SWAPS; BOTH SEE GAINS

SWAPS; BOTH SEE GAINS

Bangor, Me., May 10.

CBS is picking up the ABC affiliate here, but will probably lose power in this city as a result of the deal. The ABC outlet being grabbed by CBS is WGUY, 250-watter, which will land in the CBS told around August. However, ABC will probably pact the present CBS station, WABL, a 5kw outfit.

Reason for the station swapping is that the Guy Gannett Broadcasting Services, which own a WGUY, also operates WGAN, Portland, a CBS outlet, and wants belt operations linked to the same web. ABC feels it's gainer by the trade, inasmuch as it will add 4.750-watts in Bangor.

Radio Stubbornly Holds Its Ground at REC Meet

Its Ground at REC Meet
John Karol, CBS sales v.p., was
elected president of the Radio Executives Club of New York at the
fortnightly I'un cheon meeting
Thursday (5), Other officers elected
were Gordon Mills, of Kudner
agency, v.p.; Lew Avery of AveryKnodel, treasurer; and Claude
Barrere, secretary.
The club also voted not to
change its name, after some members had proposed the word "iclevision" be included. Outgoing
prexy Carl Havelin, of BMI, said
that "the REC, like RCA feels
that the word 'radio' covers the
entire industry."

Wisconsin's Censor Nix

Madison, Wis., May 10.

The Wisconsin Senate put the libosh on a bill designed to bar radio stations from airing "tany story description, or account of deeds of bloodshed, lust or crime other than a current news event."

Senate tabled the measure, which is tantamount to rejection. Bill was introduced by Sen. Taylor Brown (R., Oshkosh), at the request of the Lutheran Ladies Assi.

RADIO EXPANDING, OHIO TOLD

Portia Faces Life

Columbus. May 10.

Very much in evidence at Ohio State's Institute for Education By Radio this year was Commissioner Frieda Hennock, who was on hand for most of the main sessions and some of the clinics, playing her self-cast role of inquiring reporter. She did a lot of close listening, and asked a great many questions. A disciple of the Socratic method, Miss H's questions were usually pointed and probing, sometimes elementary, and once in a while (as at the end of the Oscar Katz talk on TV research) needling.

In addition to sitting in on scheduled panels and programs, the commissioner presided over a few informal bull sessions in which she and a half dozen or so educators and broadcasters swapped ideas and opinions about radio and video, whither, why and how. Although there were a few instances at public sessions when some listeners thought ex-lawyer Hennock's questions were pitched in a tone that sounded too much like a Miss D. A., broadcasters and educators alike applauded her willing-to-learn attitude, her lively interest in everything that was going on, and her constant attendance at the Institute. In fact, it was suggested that other FCC brass could well follow her example and leave the Capitol circles to mix with the common folk on occasion.

That the answers Miss Hennock was getting to her challenging questions had already produced some definite opinions on at least one particular problem—TV and education—was apparent in her remarks at the Institute's dinner, where she advised the educators "Television is your blackboard, Pick up the chalk and write on it. I'll try to make the blackboard available."

Kobak 'Takes Institute Apart'; Calls For Soul-Searching; Change of Locale

Turning the tables at the 19th annual Institute for Education by Radio, Edgar Kobak didn't speak

annual Institute for Education by Radio, Edgar Kobak didn't speak on "Radio at the Crossroads," as originally requested, but on "The Institute at the Crossroads." The former MBS prexy, who has attended eight of the Ohio State U. confabs. told 900 delegates at the closing banquet Sunday (8) that not only is the yearly affair at the crossroads. "but it is in a rut."

Kobak prefaced his remarks with the statement that the Institute has done much and can do more. But, he pointed out, the industry is losing interest, and the institute must re-evaluate itself. "We must ask ourselves why we are here." Kobak declared. "We must approach problems from a fresh viewpoint, as though we were setting up an entirely new institute's valuable experience."

To revitalize the parley, Kobak suggested a merger with meetings held by other colleges, "although I realize this is like asking MBS and ABC to unite." He added it might be wise to hold the conference in a city other than Columbus.

Sights Need Raising

Sights Need Raising

Sights Need Raising
Kobak stressed that the Institute
must raise its sights, call in key
men and showmen, have its national advisory committee plan a
down-to-earth agenda that will
help program staffers and close the
gap between educators and broadcasters. He criticized the broadcasters for not sending policymakers and warned, "If you're not
careful, this may get to be an old
(Continued on page 34)

Burrows Pacted In Toto by CBS

.CBS this week latched onto the full talents of Abe Burrows, signing the former radio scripter and nitery comic to an exclusive long-term contract as writer, producer, director and performer for both radio and televison.

Burrows' first assignment under the new pact will be the development of a new half-hour comedy show, in which he is to star. Program is tentatively scheduled to how in during the first week in July and will be designed for simultaneous radio - TV airing. Comedian, in addition, will serve with George S. Kaufman as a regular member of the panel on CBS' This Is Broadway," which tees off its regular run tonight (Wed.) in the 9:30 to 10:30 slot.

Burrows arrived in N. Y. from the Coast yesterday (Tues.) and will hendquarter permanently at the CBS homeoffee.

. Kobak's 20% Time

Columbus, May 10.

Ed Kobak, former MBS
prexy who is now a general
business consultant, told the
Institute for Education by
Radio that he would be glad
to help its national advisory
council plan future meets.

"I hope to have 20% of my
time sustaining," he said,
"with the other 80% sponsored—at card rates."

TV to Dominate **Broadcasting In**

Within five years television will

be the dominant medium of broadcasting. Wayne Coy, chairman of the Federal Communications Com-nission, told delegates at the open-ing session Thursday (5) of Ohio State U.'s Institute for Education

State U.'s Institute for Education by Radio.
While he was at it, Coy, who made the basic presentation on "The Future of Broadcasting, AM. FM. TV and FAX." seered some additional predictions, all of which, he cautioned, were his own and did not necessarily reflect the policy of the Commission. They were:
"Five years from tonight most of their broadcast information, education and entertainment from television.

"Five years from tonight sound oadcasting, although much im-"Five years from tonight sound broadcasting, although much improved in technical quality because of the increased use of FM and much extended coverage because of the addition of both AM and FM stations, will be attracting less of the listeners' attention, especially during the evening hours. It will be attracting less of the ad-

(Continued on page 34)

GEN. FOODS ALSO BUYS 'GOLDBERG'S' FOR AM

"The Goldbergs." which first hit the air back in 1928, will return as a regular AM stanza after a layoff of several years, starting Sept. 2 on the CBS. The Gertrude Berg program has been picked up by General Foods to plug Sanka Coffee, as as replacement for the Jack Carsón show, which exits the 8 p.m. Friday shot July 1.

The TV version, also sponsored by Sanka, will continue on CBS-TV on Mondays at 9:30 p.m. Agency is Young & Rubicam.

SUPPORTING TV

Columbus, May 10.

Television put on its cap and gown and went to town at Ohio State U.'s 19th annual Institute for Education by Radio here.

Most educators came from re gions where there is little or no TV, and they were eager to find out about the new medium and what it might do for education. The various TV panels and sessions arranged by Dr. Keith Tyler gave them the chance to ask a lot of

them the chance to ask a lot of questions, and find out some of the answers in a three day cram course on the ABC's of TV.

For the Institute, TV was a much-needed hypo after last year's letdown and gave this year's sessions an overall direction and lift they might otherwise not have had. But while TV talk and interest was heavy, both in formal panels and hotel-room bull sessions, radio was not brushed off. There were not many supporters of the Deac Aylsworth kiss - the - broadcasting - bizgodbye school of thought around. The current ground-swell of industry thinking which feels that TV has been over-ballyhooed was sharply reflected here by top speakers at several of the main sessions. "Don't sell radio short." Ed Kobak warned at the Institute's annual dinner at close of sessions. "Television's boom does not mean radio's doom."

radio's doom.

Television will exercise its own great force upon the public as a whole but it will not displace radio, was James Lawrence Fly's prediction in a symposium on "What Will Television Do to American Lite?" I do not predict that radio is a dying industry," the former FCC chairman said. "Il will continue to support TV itself and to live by its side."

Similar note was sounded by

Support IV fisett and to five oy its side."

Similar note was sounded by Leonard Marks, Washington radio attorney and general counsel for FM Assn, "Radio is not doomed or dying," he said. "In fact, radio is gaining in influence."

A warning to the crystal-ball gazers who are overworking predictions on TV's future in all fields was voiced by Oscar Katz, CBS director of research, who called for an attitude of "healthy skepticision's future influence on the public. He pointed to the errone-lastitute for Education (Continued on page 34)

(Continued on page 34)

CBS, Vallee Deal Off

CBS' deal with Rudy Vallee for the crooner to star in a situation comedy has fallen through. The property, titled "Dear Doctor," comedy has failen through. Incomedy has failen through. The property, titled "Dear Doctor," will be matched to another celeb, who will be given the role of a professor of anthropology.

To be produced on the Coast, "Dear Doctor" is skedded to start

first week in July.

WILL CONTINUE NBC Aims to Chop \$1,500,000 Off The General Operating Budget

Radio: 2-Edged Sword

Columbus, May 10. one can destroy t Radio alone can destroy the spiritual sections of the world, Pierre Crenesse, U. S. head of the French Broadcasting System, told the Institute for Education by

Radio
Terming radio a two-edged sword, the French radio exce said, "It can be the radio of tyranny or of liberty, the radio of war or peace. The coming months must find all hands outstretched in friendship. The edge of hate must be ground away, the edge of goodwill and cooperation preserved forever at its effective best."

Lee network to Willet H. Brown, executive veepee, and moves up as chairman of the board of the 45-station regional skein. In realign-ing the administrative structure of the web, four new v.p.'s we're cre-

ated.
They are Donn Tatum, general counsel; Pat Campbell, station relations; Ward Ingrim, manager of sales, and William D. Pabst, manager of KFRC, San Francisco. Named assistant secretary-treasurer was C. J. Marshall. Board of directors remains the same with Weiss, chairman, Brown, Tatum and A. M. Quinn, secretary-treasurer.

EARLY SENATE OKAY ON WEBSTER SEEN

Washington. May 10.

Confirmation of the nomination by President Truman of Edward M. Webster last week for a full seven-year term on the FCC is expected soon by the Senate. Webster was appointed two years ago to fill out the unexpired term of former Chairman Paul A. Porter which expires June 30. The Commissioner is highly regarded, particularly in the field of International communications.

in the field of International com-munications. Webster is an engineer of long experience and has been in gov-ernment service for more than 25 years. He has represented the U.S. in various international confer-ences. He is a native of the Capital and is politically an "Independent" on the Commission.

NBC's executive echelon to whack operating budgets to the bone. Ut-

operating budgets to the bone. Ultimate result is the hoped-for saving of \$1,500,000. Cutback is in line with general retrenchment due to loss of star comics and increasing demands of television. Personnel is being trimmed in New York. Chicago. Hollywood and San Francisco to meet the reduced budgets set up for these operating centers. Television for the summer months is also affected and those not vital to the operation are being doubled over to radio. Production staffs in New York and Hollywood, building shows for the summer hintus periods, have

Brown Prexy of

Don Lee; Weiss
Board Ch'man

Hollywood, May 10.

Lewis Allen Weiss has relinquished his presidency of the Month of the

32 Axed In Chi
Chicago, May 10.
NBC central division axing has
temporarily halted at 32 radio employees, but inside sources report
(Continued on page 34)

NAB 'Shirt-Sleeve' Clinic Set for Chi

Washington, May 10.

for a three-day sleeve" clinic for station program steeve" clinic for station program directors to be held in Chicago June 27-29 were announced last week by the National Assn. of Broadcasters. The sessions will be held at the downtown campus of Northwestern University.

The clinic will be devoted to improving program structures at local stations and aiding directors to better utilize vailable services. Subjects to be discussed include news, utilization of music, planning for

utilization of music, planning for television, disk jockey programs, special events, sports, farm service programming, and programming for sales, which will be given a full

NAB said the clinic is attracting NAB said the clinic is attracting widespread interest among broad-casters because programming "in a competitive market is assuming ever greater importance in capturing and holding a radio audience." Justin Miller, NAB prexy, will address the delegates.

The Association has arranged to recommendate several hundred discounted to the commendate several hundred to the comme

The Association has arranged to accommodate several hundred di-rectors at Northwestern's Abbott Hall at nominal rates, in addition to those planning to stay at nearby hotels. Registration fee for the en-tire clinic is \$15.

JOAN DAVIS INTO LUX HIATUS TIME

CBS deal for Joan Davis to star in a situation comedy is on again, after the web and the comedienne had broken off negotiations. The net had wanted a long audition period. It is reported, while Miss Davis wanted to start the series cold. Differences were patched, however, and the half-hour stanza will be inserted in the Monday time cleared when "Lux Radio Theatre" takes its summer hiatus. The net is dropping Goodman Ace's "Mr. Ace & Jane" after the May 24 broadcast. Dropping of "It Pays to Bt. Ignorant" is also under discussion, with the possibility that the program may be given a trial on TV. CBS deat for Joan Davis to star

Durr Sidetracked on the Ohio

Slight temblor shaking the Columbus Institute Ivory tower this year could be traced to remarks of Clifford J. Durr, erstwhile FCC commissioner and now practicing law in Washington, during the General Session for which he acted as moderator. Possibly skittish about giving Durr too much free rein for expression of his Jeffersonian idealism, the Justitute resolved the dilemma by assigning him to a "safe" topic—the radio campaign against VD. apparently more respectable as parlor conversation this season than the civil liberties problems Durr had on his mind.

Durr in his own brief statement, however, left radio with the prickly question of whether the industry was ready to provide full and free discussion of all aspects of the academic freedom controversy, the state and federal civil service "witch hunts" and other issues which he felt involve a challenge to constitutional guarantees.

Durr minced no words, saying, "In Washington today thoughts expressed, and association with others, have been officially brought within the jurisdiction of our federal police. Few in public life dare say this is wrong, for it is done in the name of preserving our freedoms."

Tall, stooped, mild, somewhat Lincolnesque in humor and demeanor, Durr was named a "life member" of the IER last year, and is a popular figure with educators. As one of them pointed out, he was viriually the sole participant of this year's meet who dared kick the IER ostrich in the tail feathers. Slight temblor shaking the Columbus Institute Ivory

FCC Moves Due for More Goings-Over After Last Week's Triple-Play K.O.

Washington, May 10. to test the validity of actions by the Federal Communications Commission is being anticipated here as a result of a triple-play last week by the U. S. court of appeals which tagged the Commission out on three decisions involving contested applications for standard broadcast stations. The lower court, in one fell swoop, reversed three FCC decisions and remanded the cases back to the Commission for further proceedings.

Although the court determinations were on narrow grounds. tions were on narrow grounds, it was expected that they would en-courage further appeals of FCC de-cisions. Three reversals at one time, it was believed, would pro-vide an incentive to losing appli-cants in contested cases to start litigation. Furthermore, the decimigation. Furthermore, the decisions are not the kind that provide material for Supreme Court review and the Commission will have to take them lying down.

take them lying down.

What the U. S. court of appeals of the District of Columbia, in effect, said was that the Commission must make stronger findings to back up decisions involving comparative considerations of qualifications of competing applicants, that it must do more than "count heads."

As one official said, "the decisions are not on such grounds as to do the Commission harm. They are do the Commission harm. They are good decisions and are respected. They don't say the Commission is wrong. But they do require better findings. The Court sets up a good standard for decisions."

As a result of the court actions, the Commission will have to set a saide construction permits in three aside construction permits in three

the Commission will have to set aside construction permits in three cases. These are (1) authorization to WTNB, Birmingham, of a 5kw day, 1kw night station to operate on 850 kc, appealed by Johnston Broadcasting Co; (2) authorization to Allentown (Pa.) Broadcasting Corp. of a 250w outlet on 1.230 kc, appealed by Easton Publishing Co. and (3) authorization to KVLU, Lubbock, Tex., of a 5kw day, 1kw night operation on 790kc, appealed by KFYO, Lubbock, which wanted to expand its 250w station.

Problems Posed

Problems Posed

All of the cases go back to the Commission for further consideration and the agency is faced with the question of reopening the hearings for new testimony. The court decisions pose another problem: what do the permittees do now? Two of them may have to suspend construction of their stations. The third permittee (KVLU) is probably in operation. He may be granted special authorization to stay on the air pending final determination of his case.

his case.

It may well be, it was pointed out, that the Commission may finally come through with the same decisions in all three cases but they will have to show stronger findings to support their conclusions.

aions. The court decisions, all written by Justice E. Barrett Prettyman, supported much of FCC policy on which one applicant is favored over another—the greater need of one community than another for radio service, the preference given to an applicant with local residence, the comparative appraisal of proposed program format, elc. But it was in rating the merits of one applicant over another on these scores that the court found fault that the court found fault and required better backing of con-

In its decision in the Allentown-In its decision in the Allentown-Easton case, the court pointed to the increasing importance of comparative hearings as more and more frequencies become available. "It is important." it emphasized. "that the procedural essentials for the cases be established, so that potential applicants... may know with all possible contains. with all possible certainty what the applicable rules are."

WGYN-FM's 'Serenade'

"Serenade at Seven." sponsored by the U. S. Treasury Department, will debut on WGVN-FM, N. Y. Saturday (14). Stanza features Marian Lovridge and Martin Rock-lin, vocal duo, Original songs will be written by Rocklin and Hal Brent.

John MacDongal will produce,

WMCA's 60-Day Option On Notre Dame Gridcasts

Notre Dame grid sportscasts may carried regularly for the first Camden's Muny Note Dame grid sportscasts may be carried regularly for the first time in New York if WMCA, Nathan Straus-conned indie, inks a sponsor. Station has a 60-day option for nine of the 10 Fighting Irish games, which are carried by Irish games, which are carried by a net of midwest indies. Package will sell for an estimated \$17,000, with local commercials cued in. Move is in line with Norman Boggs' sports-slanted policy for

6,500 at Philco

Philadelphia, May 10 Philadelphia, May 10.
The week-long stoppage of work
at 22 Philco plants in this city was
ended Sunday (8) when Locals
101 and 102. United Electrical
Radio and Machine Workers, CIO,
ratified an agreement with the ratified an agreement with the company and voted to return to

More than 4500 members of More than 4.500 members of Local 101 trooped back to the com-pany's radio and television plants yesterday (9) morning and an-other 2.000 members of Locals 102 returned to the Philco refrigera-

returned to the Finite Terrisci-tor plant.

The dispute was settled without the 15-cent-an-hour raise asked by the employees. The workers also failed to get the pension plan they demanded. There was much ob-jection on the floor of the meeting

jection on the floor of the meeting against accepting the company offer, but union officials said the vote, taken by a show of hands, was ratified by better than two-to-one.

According to the union heads, the workers return to their jobs with no increase in pay, but they have the right to ask for a wage adjustment in the event a pay pattern is worked out for the industry generally.

generally.

Management concessions were an extra two holidays (Washington's Birthday and Easter Monday), bringing the total number believes a year to eight: day). Dringing the total number of paid holidays a year to eight; double pay in addition to holiday pay for those working on holidays, and to provide at company ex-pense "standard hospitalization benefits."

STARS TO TWINKLE ON TREASURY'S BOND DRIVE

Hollywood, May 10. Brightest galaxy of star talent ever assembled for a radio show will launch Treasury Department's Opportunity Bond drive May 16 on all networks. President Tru-man speaks from Washington.

man speaks from Washington.
Top picture and radio names, brought on the show by Cornwell Jackson, radio consultant to Treasury Department, include Red Skelton, Edward G. Robinson, Bob Hope, Al Jolson, Jack Benny and Rochester, Jo Stafford, Roy Rogers, Irene Dunne, Llonel Barrymore, Dorothy Lamour, Humore, Dorothy Lamour, Humore, Bogart, Edward Arnold, Frank Sinatra, Gene Kelly, Esther Williams, Betty Garrett, Nelson Eddy and Alan Ladd, who emcees.
Billy Wilgus directs and Ed Hel-wick scripts. Conducting the mu-

wick scripts. Conducting the mu-sic is Robert Armbruster and Ken Carpenter announces.

H'wood Buildup Boosts Thelma Ritter's Career

There's still nothing like a Hollywood buildup to boost a radio career. Thelma Ritter, who has played unbilled parts for years in New York radio, including "The-atre Guild on the Air," will be fea-tured Sunday night (15) in "Ladies and Gentlemen" costar-

atre Guild on the Air," will be featured Sunday night (15) in "Ladies and Gentlemen," costarring Van Heffin and Ida Lupino. Since her last appearance on the program. Miss Ritter clièked in "Miracle on 34th Street" and "Letter to Three Wives," and is featured in the recently-completed "Mother Is a Freshman," all for 20th-Fox.

Ukelele Art

Returns from a space ad by the Des Moines Music House, Des Moines, Iowa, advertising Des Moines, Iowa, advertising ukeleles from \$2.98 up and a 25c five-migute five - minute

The ad used a picture of Arthur Godfrey with the caption. "If Godfrey Can—You

Station Cited As 'Intolerant'

Washington, May 10 A charge that the municipallyowned station of Camden, N. J., (WCAM) "has manifested an intolerance toward an important segment of the religious life of the area served," was made in a com-Return to Jobs area served." was made in a complaint filed with the FCC yesterday (9) by the New Jersey Council of Christian Churches. The Council claimed that WCAM changed its policy this year on religious broadcasts, allocating all sustaining time reserved for the Protestant groups to the Camden County Ministerial Assn. and failing to grant it any sustaining time for its viewpoint.

The Council said its member churches are of various Protestant denominations "which advocate the fundamental or conservative theological position, and are diametrically opposed to and separated from other churches of the Camden County Ministerial Assn." as such, it claimed, it is entitled to equal time "for the same reason that an equal hearing is separately granted on a sustaining basis to the Catholic and Hebrew faiths."

The Council protested WCAM's policy which refuses to sell time for religious broadcasting but sells time "to other commercial broadcasters including racetracks, liquor business, cigarette business and den County Ministerial Assn

casters including racetracias litauor business, cigarette business and various political parties, including the Communist party."

Specifically, the Council protested against WCAM's refusal to sell it time for a discussion of "Socialism and Communism in Religion," a subject which, it said, has widespread local interest in view of a report by the House Committee on Un-American Activities.

The Council asked that WCAM be ordered to discontinue its practice of "censorship and control" of religious program content broadcast on a sustaining basis "as being an unreasonable restraint upon

cast on a sustaining basis "as being an unreasonable restraint upon freedom of speech and the free exercise of religion." It further asked that WCAM's license be re-voked or suspended until the sta-tion's policy has been changed.

WFIL GIFTS TEMPLE WITH FAX EQUIPMENT

Philadelphia, May 10. WFIL's facsimile equipment was formally transferred to Temple University last week and operations of the Inquirer station's fax programs will be held in the uni-

tions of the Inquirer station's fax programs will be held in the university's journalism school.

Roger W. Clipp, general manager of WFIL, presented a booklet defining the purposes of the gift to Dr. Robert L. Johnson, Temple president. In accordance with the terms of the grant. In accordance with the terms of the grant broadcast time on WFIL-FM will be provided the university te permit transmission of facsimile editions.

WFIL will supervise operations and will make available the services of its engineers and fax staffs or training and advisory purposes. Original cost of WFIL's fax equipment was \$45.035. The station has long led in the advancement of radio education in the collegiate field. WFIL established the Temple Radio Workshop and formed the Philadelphia Inquirer Collegiate Network, which now embraces the radio stations of Pennsylvania and Temple universities and Swartmore, Villanova and Haverford colleges. Swartmore, Villanova llaverford colleges.

Worcester, Mass. — Announcer Pen Brown returns to the WTAG (and FM) staff after a year's stay down south for his health.

From the Production Centres

IN NEW YORK CITY . .

Arlene Francis addressed Pleasantville School luncheon yesterday (Tues.)

Morey Amsterdam's car stolen Monday (9), TV scripts and all Sidney Reanick has joined Dean Martin-Jerry Lewis writing staff. WOR extending its household appliance promotion another month. Sammy Kaye returns tomorrow (Thurs.) to cut more disks for his Chrysler stanza. Robert Merrill to Europe in June Mark Warnow building Hit Parade orch to 40 men, auditioning voices for new chorus of 12. Bernard Zwirm upped to radio-TV publicity head for Ruthrauff & Ryan Herb Sheldon publishing mimeoed newspaper to hypo his WJZ stanza. Arnold Perl scripting "Israel—Year II" tor ABC. Joe Franklin flying to Coast this weekend to cut interviews for his new transcribed Fine-Nelson package, "Main Street Memories" Ehrlich-O'Malley, indie packagers, take over production of MBS; "Experience Speaks" Friday (13) Sam Levine taking over production of WOR's "John Reed King's Best Girl" ... Sylvan Levin, WOR music director, planes to Cincinnati to do music on WBS; "The Ayrshire Air Show" Robert, D. Guthrie, recently with WNEW, has joined WHOM sales promotion department.

Richard L. Meyer, of Davenport & Meyer, Johanneshurg, managers

joined WHOM sales promotion department.

Richard L. Meyer, of Davenport & Meyer, Johannesburg, managers and reps of Lourenco Marques radio, in New York for a week on biz Richard Drukker, WPAT veepce and treasurer of the Herald-News, Passaic, on extended Bermuda vacation Edwin M. Otterbourg, general counsel of the New York Board of Trade, debating today (11) with John J. Sheehan, counsel for the AFL and Clo, on "What Should the Senate Do With Tatt-Hartley" over WEVD ... Andree Wallace new to "Lora Lawton" cast Richard Holland joins "Our Gal Sunday" players ... Earl George and Scott Tennyson added to "Backstage Wife" cast Hendrik Booraem has joined McCann-Erickson as executive radio producer.

Millon Berle slated to be gover how on Time mag. WMGM him

cast Hendrik Booraem has joined McCann-Erickson as executive radio producer.

Milton Berle slated to be cover boy on Time mag WMGM bill-boarding its baseball coverage in Fifth Ave, buses ... Mrs. Doris Corwith, NBC talks-religious broadcasts director, has joined Assn. of Women Broadcasters' exec committee Larry Lowenstein, WINS publicity manager, has joined Richard A. Walsh publicity outfit as general manager ... Weed & Co. appointed sales reps of WJLS and WJLS-FM Martin Bush set as host-director of "Washington Sq. Players," preeming Sunday (14) on WGHF ... Joe Weeks, CBS announcer, back in town after three-week hiatus at La Jolla, Cal. WIIOM has inked Modern Industrial Bank for Jewish newscast featuring Arnold Jaffe ... Robert Q. Lewis doing his CBS comedy stanza from Atlantic City this week (9-13) ... Lennon & Mitchell celebrated its silver anniversary with dinner for vet employees.

Abe Burrows gets into town today (Wed.) to be a regular on new CBS full-hour package, "This Is Broadway," which starts tonight reteat Jewell, commentator for KCBQ, San Diego, in town cutting recorded interviews with CBS personnel for use on her five-a-week series ... Prudential Insurance renewed its "Family Hour of Stars" for another 52 weeks effective June 6 ... Helen Sloussat, CBS talks director, back Monday (9) from a weekend at the Kentucky Derby ... Hugh James will again announce CBS "Call the Police" which replaces "Amos 'n' Andy" for the summer ... Stan Freeman, pianist-singer-composer of NBC's "Candlelight Revue," being set for a series of long-hair conducting stints this summer.

IN HOLLYWOOD . . .

After many a stormy session. Joan Davis and CBS signed the papers for a summer sustainer and fall holdover. She still isn't over her co-op burn from last season. Dick Mack will be back as her script editor and producer. Maxine Anderson, whose father G. M. "Bronco Billy." was the earliest of the western stars, will sample the market with a series using her dad's nom de plume. He may do the narration and Karl Schulinger directs the audition from Jerry Brewer's script. Don Bernard passing a couple of weeks at the Esty agency in New York. "Blondle" is getting the Ampex treatment for the next few weeks so Hanley Stafford "Mr. Dithers") and his wife, Veola Vonn. can get away on their iong-planned European vacation. They'll be gone 17 weeks, which means he'll be written out of a dozen or more shows. Mrs. Bertha Albers, who watches over the exchequer for Young & Rubicam in New York, holidaying in the ghost towns of the gold country up north with Mildred Heredeen, former office manager of Y & R Hollywood stand. Harry Ackerman came in off the desert after a month with a full dossier of summer shows for CBS. Dinah Shore-Jack Smith billing dispute was ironed out by having them alternate top billing. Show, however, carries the Oxydol tag, which won't show up that way in the newspaper logs. Robert Hardy Andrews, who has been around radio long enough to know his subject intimately, has a tome coming out about agencies and soap operas called "Legend of a Lady". Erv Staudinger of Warwick & Legler agency planed back to New York to report on his contract discussions with Eddie Cantor. He's returning in two weeks with Pabst's counter proposal. Meredith Willson and CBS are talking a deal for the summer span. Jack Kirkwood came out of his five-week confinement 80 pounds lighter and on him it looks better. Don Thornburgh was honored at Indiana Homecoming banquet for his contribution to "Americanism in radio." A Hoosler they can be proud of . Mike Roy and Riley Jackson cut a new quizzer, "Three Ring Circus." for Don Lee-Mutual. Ed Nat

IN CHICAGO . . .

Bob White, ABC central division public service director, at Ohio State U. radio conclave in Columbus... WBBM has added the Skylarks to the musical staff. Members are Elaine Rodgers, Gene O'Brien, Pat Weaver and Maury Jackson... WGN disker Bill Evans on pleasure trip to Kentucky Derby as guest of Sunroc Corp... Grace O'Dell. Ted McLoney, Alan Axtell and John Nilsen of Chi Radio Sales in Minneapolis on biz... NBC engineering replacements for summer are Al Johnson, Bill Feemster. Art Hacker, Hal Whitteberry, Hal Beddingfield. Vince Hultman. Bob Ringer and Wilhur Powell... Singer Adele Norman guesting on WGN's "Northerners"... NAB veepee Jess Willard sparked last week's joint luncheon of Chi Radio Management club and Chi Federated Ad clubs. Gene Filip, John Claude and Lee Bennett of WGN special service department collaborated in airing Willard's talk later the same day (4). Tommy Bartlett, emcee of ABC's "Welcome Travelers." made surprise visit to Kiel, Wis., to hypo biz of a local shoemaker via hidden microphone stunt. Recording was later aired over the net. C. Ross Littig, Jr., of J. Walter Thompson agency, off on eastern swing to line up appearances for the ABC Breakfast Club Lou Cowan's Quiz Kids teed off versus their mothers Sunday (8) in an 1,Q. showdown test... WBBM fishing trip in Michigan produced winning catches for general manager Frank Falknor, producer Hooper White, flack director Don Kelley and announcers Jim Conway, Art Mercier and George Watson.

VIDEO'S 'SNEAK' **PREVIEWS**

BORROWS IDEA

FROM HOLLYWOOD

Orphans in the TV Storm

Philadelphia, May 10.

First Radox television reports, based on 34 sample video homes in the Philadelphia area, reveal for the first time that a TV show might be on the air without a single viewer. Several programs aired by various Philiy stations Sunday night (8) between 6:30 and 9:30 came up with sets in use figure of zero, with other shows pointing up a sharp fluctuation in number of sets tuned in.

Radox prez Al Sindlinger conceded the sample might be too small to draw any permanent conclusions, but insisted results shown are reliable. For one thing, he said, the 34 sets to which Radox measurement devices are attached are distributed throughout the city and spread among all income groups. In addition, the same results have been noted the last several weeks. Sindlinger said 50 more TV homes will be added to the sample group by the end of this week, with 100-150 homes scheduled by the end of the summer.

gummer.

Figures represent the average sets in use, based on a percentage of the 34 sampled. Illustrative of the results is the 6:30 to 6:45 p.m. period, when the sets in use total was 19.2. During that time WFIL-TV, carrying ABC-TV's "Singing Lady," copped the entire viewing audience. Both WPTZ, with NBC-TV's "Act It Out" and WCAU-TV, carrying locally-originated film shorts, had a rating of zero. On the 8 to 8:15 segment, sets in use averaged 40.1, of which WCAU-TV, with "Toast of the Town," had 36:5. WPTZ, carrying "Lambs Gambol," came up with a 2.4 for that segment and WFIL-TV, with a weekly news review show, had a 1.2.

Pressure Put on FCC to Lift TV Freeze by Partial UHF Allocation

Washington, May 10. The first serious proposal to allocate part of the ultra high frequency band now for television and defer full-scale UHF for three to five years was advanced last week in a plan calling for an immediate lifting of the video freeze.

It is expected that, in view of growing impatience over the prolongation of the freeze, the proposal may arouse further overtures to the Federal Communications Commission to break up the TV

Last week FCC Chairman Wayne Last week FCC Chairman Wayne Coy estimated it would be another three or four months before the freeze can be lifted, but even this target, which would mean that the suspension of processing applications will have been in force a year, is considered optimistic in radio engineering circles. If the resumption of licensing of stations is to be tied in with full-scale UHF allocations, some sources believe, allocations, some sources believe, Coy is still being optimistic.

Coy is still being optimistic.

It is on this premise and in the belief that it will be in the best interests of television that full-scale UHF be held up that the radio law firm of Haley, McKenna & Wilkinson submitted in behalf of the Helm Coal Co. of York, Pa. (WNOW), a video applicant, a proposal that part of the UHF band be allocated now for those cities which have no or too few channel assignments. The 12 channels now being used for video in the very high frequency (VHF) band, they contend, would amply take care of the rest of the country for some years.

The Helm proposal was coat to

years.
The Helm proposal was sent to (Continued on page 35)

Am. Tobacco Eyes **New Quiz Show**

merican Tobacco this anditioned a new high-budgeted audience participation qulz show. Packaged by indle producer Martin Gosch. No time or network have yet been selected but it's believed, that, if the show makes the grade, it night be stotted in midsummer in Lucky Strike's 9:30 to 10 period Friday nights on NBC-TV web.

That time is presently occupied.

Friday nights on NBC-TV web.

That time is presently occupied by "Your Show Time," series of half-hour dramatic films produced for Luckies by Marshall Grant-Realm Productions in Hollywood. Series has 10 more weeks to play to complete its first 26-week period, which would take it into the middle of July. Ciggle outfit paid \$8,500 per film for the first 26 and the producers have boosted the price to a reported \$11,000 under new contract terms. Whether a new deal will be signed has not been determined. Agency for Luckies is N.W. Ayer.

NBC's Kudo for Berle

NBC's Kudo for Berle
NBC exces are aware of the
race between Time and Newsweek for cover stories on Mitton Berle, and company toppers state that "Berle concedes
he 'borrows' gags, but admittedly so switches and improves
on them until it's virtually
new material."
But what NBC likes most is
that (1) he has maintained
scrupulous attention to his materlal, eschewing any dubious

scriptions attention to his material, eschewing any dubious nitery "business;" and (2), since "you can't police ad libs" It's to the comedian's credit he has never forgotten himself.

Arena Theatre Idea Spreads To TV for 'Romeo'

Use of an arena theatre, a new concept in modern dramatic shows, will get its television shakedown will get its television snakedown presentation Sunday night (15) when NBC-TV stages Shakespeare's "Romeo and Juliet" as part of its Drama Theatre series. Play will be produced by national production manager Warren Wade, who conceived adaptation of the idea to TV.

manager Warren Wade, who conceived adaptation of the idea to TV. Arena presentation has been used by various playhouse groups in various parts of the country. It employs no conventional proscenium, with the audience seated on all four sides of the actors, thereby giving the action a true three-dimensional effect. For the tele adaptation, Wade will station two cameras on a platform above the actors' heads, which will be shooting down, and two others at stage level. Action will be continuous, with none of the standard between acts intervals and with no curtains. Albert McCleery, head of Fordham Univ's drama school, is to serve as techniadviser on Sunday night's offering. Wade plans to use the technique, as well as other TV innovations, from time to time during the summer on the Drama Theatre, or as long as the series remains on a sustaining hasis to per-

Television is taking another leaf from the film industry's book—test previews for its new shows. Basic idea is to get audience reaction to the programs to determine whether they're good enough to merit a Class A time slotting or as in the case of films, to determine whether they need revisions. In fact, the only point at which the test runs differ from films' sneak previews is that they are announced in advance.

Pacing the TV industry in the new setup has been NBC-TV, although the other webs have also used the technique on various occasions. Similar ideas have seldom been attempted in standard radio. Only instance of recent note was the actual "sneak" given by CBS to its new house package. "The World Is Our Beat." That program was thrown on the air at midnight several weeks ago with no advance ballyhoo, for audience reaction purposes. Radio industry, otherwise, has been content for the most part to allocate a sustaining slot for a new package, in the hopes that it can gain sufficient audience and sponsor approval while on the air to snare a bankroller.

Emphasis being placed on the technique by NBC-TV reflects the film background and training of national program chief Norman Blackburn. Web has decided that the necessary outlay of coin to get a new house package on the air once or twice is well worth the results, which pay off in more ways than audience reaction. For one thing, because of the inherent visual nature of TV, it has usually been found necessary for the webs actually to put a show on the air for showcasing to sponsors. Thus, the test runs usually serve as a actually to put a show on the air for showcasing to sponsors. Thus, the test runs usually serve as a good presentation to interested

for showcasing to sponsors. Thus, the test runs usually serve as a good presentation to interested agencies and their clients.

In addition, most such tests are kinescoped during their broadcast. Webs can use the kine prints for sales promotion purposes, to show agencies both in N, Y, and other parts of the country exactly how the program emerges on the serven. Kine is particularly necessary for a potential sponsor without representation either in N, Y, or in any city on the inter-connected network. Prints, too, can be shipped around to non-interconnected stations for their use in pitching to local sponsors, or merely as time-fillers.

local sponsors, or merely as time-fillers.

Latest instance of NBC-TV's use of the idea was the on-the-air audition Monday night (9) of the new half-hour variety program starring comic-Jackie Gleason. While the show was aired on the full network, no plans have been made to give it a permanent time slot. Web also tested the Sammy Kaye "So You Want to Lead a Band" program and plans to do the same with the upcoming shows starring Lisa Kirk and Jane Pickens. "Leave It to the Girls," which was originally tested via the preview run, has since been given its own time slot. It is now aired Wednesday nights in the 8 to 8:30 period.

KING, SEATTLE, 375G PURCHASE OF KRSC-TV

Albert McCleery, head of Fordham Univ's drama school is to serve as technicadviser on Sunday dight's offering. Wade plans to use the technique, as well as other TV important on the Drama Theatre, or as long as the series remains on a sustaining basis to permit experimentation.

Cavanaughs Switch

Chicago. May 10.

Cavanaughs Switch

Chicago. May 10.

Clotime radio performers Eddie and Frany Cavanaugh have entered the tele field with a 15-minute, twice-weekly show tilled and Frany Cavanaugh show entered the tele field with a 15-minute, twice-weekly show tilled and Frany Cavanaugh show tilled and Frany Cavanaugh show tilled and Frany Cavanaugh show entered the tele field with a 15-minute, twice-weekly show tilled and Frany Cavanaugh show entered the tele field with a 15-minute, twice-weekly show tilled and Frany Cavanaugh show entered the tele field with a 15-minute, twice-weekly show tilled and Frany Cavanaugh show entered the telestion operation of \$375,000, according to a cost of \$375,000, according to a cost of \$375,000, according to a manouncement by Mrs. S. Scott Bu

CBS Exiting Tournament of Champions To Share Garden Bouts With NBC?

Reprising a Theme

Reports that a deal is still cooking for 20th-Fox to buy out the ABC network, renewed last week by the debut of two 20th film series on ABC television, have again been two 20th film series on ABC television, have again been scotched by 20th prez Spyros P. Skouras. He declared this week that, "once and for all," the deal is cold, reiterating that it was simply a matter of 20th refusing to meet ABC board chairman Edward J. Noble's asking price of \$22,000,000 for the network.

Skouras revealed that al.

000,000 for the network.

Skouras revealed that attempts bad been made to work out some kind of a stocktswapping arrangement with Noble, but said that too had fallen through. It is believed 20th's top offer was \$15,000,000. New 20th films which bowed in via ABC-TV Thursday night (8) were "Crusade in Europe," produced for 20th by the March of Time, and the five-minute "News Story of the Week," produced by 20th on its own.

Hooper, Nielsen **Slugfest Takes** A Video Turn

C. E. Hooper's decision last week to launch network TV Hooperatings starting in June is regarded in the trade as a major push by the outfit to get the jump on A. C. Nielsen and other audience measurement services which Hooper has been forced to buck in radio. While the others have already begun taking TV measurements their activities to date have been conactivities to date have been confined to the local field. Hooper thus becomes the first to step out into the national TV rating service.

the national TV rating service.

New service, first of which will be published June 23 for all programs broadcast in May, will be based on random sampling, instead of being confined to TV homes only. In that way, Hooper pointed out, it will be possible to measure a program's share of the total radio and tele audience, as well as its (Continued on page 34)

(Continued on page 34)

Vim Stores to Sponsor Benny Rubin TV Show

"Benny's Place," new half-hour comedy series starring Benny Rubin, tecs off Monday 1161 on the N.Y. Dally News' WPIX with Vim Stores in the sponsor's seat. Rubin will be cast as owner of a lunch room, with Greek dialectician Elaine Arden, comedienne Janice Walker and comics Milt Morse and Allen Walker featured.

Talent agent Jerry Rosen pro-

Talent agent Jerry Rosen produces, with Joe Bolton announcing and Eddie Nugent directing, Rubin is also starred currently on NBC-TV's "Benny Rubin Show," bankrolled by Bona-Fide Mills.

WKY-TV Bows June 6

Oklahoma City, May 10.

Television makes its formal debut here June 6, when WKY-TV takes the air slightly more than a year since it received its construction permit. Station to date has signed affiliation pacts with both ABC and CBS and is now negotiating with the other TV networks.

Studio has been set up in the Municipal Auditorium's Little Theatre and has been provided with five cameras. Station has a custom-built bus for use in remote pickups, which is now being equipped.

CBS this week was reported bowing out of its one-third partnership interest in the Tournament of Champions to cut in on prize fights and other top sports events staged by the Madlson Sq. Garden Corp. in conjunction with the new outfit formed last week to replace Mike Jacobs' 20th Century Sporting Club.

Sporting Club.

While CBS has televised some events from the Garden during the last year along with other broadcasters, the fights promoted by Jacobs, including the championship bouts staged at outside arenas, have been carried on an exclusive basis for the last three years by NBC-TV. Latter web has had an iron-bound contract with the Garden and Gillette Safety Razor, which sponsors. That contract, however, expires May 31, Since the Garden is now to work with the new promoting outfat and Since the Garden is now to work with the new promoting outfit and since CBS owns a minority interest in the Garden Corp., it is believed all future fights staged by the Garden will be divided between NBC and CBS.

Environ.

The transfer will be divided between NBC and CBS.
Further credence was lent to the reports this week when CBS-TV's "Studio One," series of full-hour legiters, was slotted in the Wednesday night 10 to 11 period, under Westinghouse sponsorship. That time has heretofore been held by CBS-TV for its T. of C. fights, staged at Manhattan Centre, N. Y. Web to date has made no announcement that a new time would be allocated the T. of C. bouts, leading to the rumor that CBS would bow out of that setup entirely.

New arrangement with the Gar-den has not yet been clarified but the ontfit replacing 20th Century will be associated with the Inter-

(Continued on page 25)

NBC-TV, Directors **Face Showdown**

NBC-TV refused Monday (9) to recognize the Radio-Television Directors Gulld as bargaining agent for directors, associate directors and floor managers and has been given until today (Wed.) to reconsider or else face RTDG action.

The network reps, headed by Ernest de la Ossa, demanded Guild certification by the National Labor Relations Board and declared they would not negotiate for "supervisory" employees, among whom they listed directors, associate directors and floor managers. In reply the Guild pointed out that this excluded all its members, even if the union secured NLRB certification.

Robert Louis Shayon, prez of

NLRB certification.

Robert Louis Shayon, prez of the New York local, told Variety.

"The RTDG has just gone through a long negoliation with ABC-TV. Last year ABC took the identical position that NBC now takes, but lost out in a test of strength with the Guild and recently agreed to a pact granting full and unqualified récognition to Guild directors, associates and floor managers, with minimum pay scales and condiassociates and floor managers, with minimum pay scales and conditions similar to those the Guild has with CBS-TV. NBC is starting the old run-around. It wants to see some muscle—and will shortly."

The RTDG has AM pacts with the four nets in N. Y., Chi and L. A., and TV pacts with ABC and CBS. It has been recognized by and is negotiating with ad agencies and package producers for a national AM freelance contract.

Gordon's Du Mont Tieup

Legit producer Max Gordon has signed with DuMont as a special program consultant in a move seen as the latest DuMont attempt to bring its broadcast operations up on a par with its manufacturing setup.

Setup.
Gordon will continue his legit activities.

BBD&O Crystal-Balling on Video Shows Webs, Advertisers at Variance

A wide gap exists between advertisers and agency toppers, who feel that tele time and facilities costs will eventually be come roughly comparable with current radio costs, and network biggles, who estimate future video rates from two to five times greater than the AM nick. The sharp difference of opinion is revealed in a survey on television's future, prepared by BDD&O agency after interviews with 35 network, manufacturing, trade press, advertising and financial leaders.

with 35 network, manufacturing, trade press, advertising and financial leaders.

Typical of the web comment was one view that TV will cost five times the AM rate "because coaxial cable charges are enormous. So are film costs. So are operation costs of individual stations." Another opinion was that video "will cost more, but not enough more to price tele out of the market. TV will justify higher rates on its added impact and selling power."

The prophets, who are using "some of the best crystal balls available at present," saw TV becoming more important than radio in five years. Their forecasts, contained in a 43-page booklet published by BBD&O, added that tele will not kill off radio, although most agreed "there'll be some changes made." Among the possibilities mentioned were fewer networks, with greater use of regional webs. rural radio and local stabilities mentioned were fewer net-works, with greater use of regional webs, rural radio and local sta-tions. One prediction was that there would be only "two AM net-works, one programmed for mar-kets with video, the other for markets without video." The be-lief that TV will not hurt daytime radio was also stressed.

50% as Costly

The industry leaders said that TV programs will cost more than (Continued on page 34)

Y&R's Cuffo TV Shows for O'seas

American video may be the first American video may be the first in the world to step out on an international basis. At Young & Rubicam, agency on the hour-long Fred Waring CBS-TV stanza, toppers are mulling details of offering the General Electric show cuffo to foreign tale outlets. foreign tele outlets.

The agency reasons that in the video field there will be shows of international interest, as well as programs of local and national appeal. It feels that the Waring show, presenting good American music, will click in overseas areas and that it is the first really international video series. Kinescopic recordings would be made available free to the BBC in London, the French tele outlet in Paris and other European video stations, and other European video stations, and to the Mexican and Brazilian TV stations when the latter go on the air. Presentation would be a ges-ture of international goodwill, but General Electric would gain from the plugs abroad as it has considerle overseas sales. Y&R is currently discussing the

Y&R is currently discussing the proposal with the unions involved, to make certain that there will be no labor snarls. Another problem is whether the BBC, which has no commercial programs, would accept a sponsored show, but the agency feels any possible objections can be met. Language, of course, may cause another snag, but it's pointed out that dubbing of foreign dialog has reached an advanced stage and Paris studios can handle dubbing of a full-length feature in a day. feature in a day.

WLW-T'S 161% HIKE

Gorgeous Geo. Gives In

Wrestler Gorgeous George, who refused to permit his recent New York debut at Madison Square Garden to be televised, will be unveiled to N.Y. televiewers for the first time tomorrow night (Thurs.), when his bout with Michele Leone will be carried by the N.Y. Daily News' WPIX from Ridgewood

Pickup is one of a series of wrestling shows sponsored over WPIX by Ripley Clothes.

TV Personnel **Now One-Tenth** Of AM-FM Size

Washington, May 10.

Television stations and networks are aiready employing one-tenth of the number of persons in the total AM-FM industry, National total AM-FM industry, National Assn. of Broadcasters reported yesterday (9). A survey by Richard P. Doherty, director of employer-employee relations, disclosed that 57 stations had 3.456 fulltime and approximately 1,000 parttime employees in February.

ployees in February.

Adding stations planning to go on the air soon, he said, the total will be around 4,000, in addition to a considerable number of free-iance actors, singers and other talent employed directly by agencies.

The average television station payroll was found to be \$4,310 per week and the average network payroll, for New York City operations only, approximately \$29,500 a week.

The typical video station was

only, approximately \$29,500 a week. The typical video station was found to have 46 fulltime employees. Haif of station staffs are technical, 8% work in the film department, 22% on programming, the remainder on administration and sales.

Anti-Suds Can. Clergy Wary of TV; Cite Buffalo

Wary of Iv; Ule Bullalo
Toronto, May 10.
With clergymen here graphically describing brewer-sponsored
TV programs from Buffalo as received by Ontario TV setowners,
the United Church of Canada
(Presbyterians and Methodists)
went on record in convention as
being fully behind the federal government in placing TV in this
country under control of the Canadian Broadcasting Corp.
Ministers described the TV vis-

adian Broadcasting Corp.

Ministers described the TV vission so realistically of a huge bottle of beer being poured into a glass that tantalized clergymen irreverently smacked their lips. Dr. Harold Young, chairman of the convention, said, "This is what Buffalo TV stations are beaming every five minutes to TV setowners. If that is what television in private hands will be like in Canada, we must throw our weight behind public control through the Canadian Broadcasting Corp"

Franklin Winds First of 30-Min. 'Tall Tales' for 6G

Hollywood, May 10.

Franklin Television Productions Frankin Teevision Productions has completed initialer in fim series titled "Arabella's Tail Tales." John Franklin turned 30-minute pic out for \$6,000 and will handie entire 26-week series at same cost. Pix are being offered for sponsorable at \$8,500

Cleve. Union Trouble In New TV Flareup On Anvil Revue Pickup

Un Anvil Kevue Pickup
Cleveland, May 10.
For the second time within a mouth, the City of Cleveland drew a brass ring in the labor-WEWS-Public Auditorium squabble.
WEWS was finally given the goahead to telecast the City Club's Annual Anvil Revue, but it took a personal statement from Mayor Thomas Burke to flash the goahead. A similar occurrence transpired on April 1, when the AFL stage crew refused to work with WEWS non-union personnel telecasting the UNESCO speech of Mrs. Eleanor Roosevelt.
The stage crews flad said they won't work alongside non-union men and throw the necessary electric switches, etc. The Mayor had to intercede.

men and throw the necessary electric switches, etc. The Mayor had
to intercede.
For the Anvil Revue, WEWS,
working through proper channels,
secured a telecast okay from the
Club and from Paul Hurd, commissioner of Public Auditorium.
In a subsequent exchange of letters, between Hurd and J. Harrison Hartley, WEWS manager,
Hurd maintained that he could not
permit telecasting if there would
be any indication of labor unrest
and interference with the show.
Hartley replied that as far as his
staff was concerned he could offer
such assurance, but he couldn't
speak for the city's staff at the
aud. Hurd, in turn, could not offer
similar assurance, and so Hartley, aud. Hurd, in turn, could not offer similar assurance, and so Hartley, refusing to spend several hundred dollars in preparing for the show, called off all plans. Late Friday, Mayor Burke step-ped into the picture, assuring the station it would not encounter any difficulty with the Hall's union staff.

MPA's Survey Of Video To Be Three-Pronged

Washington. May 10.

Motion Picture Assn's survey of television—how it can hurt and heip the film biz—begins to shape up preliminarily into studies along three lines.

Chief question currently being considered, it is understood, is production of material for video by the film studios. Feeling is that if Hollywood fails to grab a front seat on this bandwagon it may be left in the lurch by new companies springing up exclusively to make pictures for television.

Second prong of the survey will deal with theatre television in the home. So far as the technical end is concerned, MPA feels it is well set. Society of Motion Picture Engineers, now getting ready to add "Television" to its monicker, includes some of the top technical experts in the field.

Still to come up are various economic phases of television and how they will hit the motion picture producer and exhibitor. This issue is not yet ready for consideration by the MPA committee, headed by Jack Cohn of Columbia Pictures.

Interesting quirk is that, although Edward L. Chepfitz, of MPA, is secretary of the survey committee, MPA headquarters in Washington does not even own a television set where shows can be watched and studied.

Also being searched for now are the missing reports of other industry surveys. The old Hays or eanization made two surveys along

Also being searched for now are the missing reports of other industry surveys. The old Hays organization made two surveys along about 1938 and 1940. Present setup of MPA has not seen these reports and does not know where they are. However, it would like to see them.

Warners Wants Out on Chi TV, But **Assures FCC on Coast Aspirations**

TV as State's Evidence

TV as State's Evidence
Chicago, May 10.
Television went to court iast
week (2) in Chi criminal court to
help prosecute a robbery suspect
on trial. Newsreel filmed by
WGN-TV cameramen was subpoenaed by State's Attorney John
Boyle for court showing.
Film showed suspect Jerry Malek
confessing to a June, 1948 robbery.
When Malek later repudiated his
confession, WGN-TV film was borrowed from station files to aid
in the prosecution. Station cameramen also went along as prosecution witnesses to help rule out the
defendant's charges of confession
under duress.

Video Gangs Up **In Philly Court** Vs. Censoring

Television industry paraded some of its top network, ad agency and indie taient through the witness Television industry paraded some of its top network, ad agency and indie tainent through the witness stand in the Federal district court here today (Tues.) for the second session of its legal fight against state censorship of TV films. Witnesses pounded across a raft of arguments on the retarding effects such censorship would have on tele's growth, maintaining at the same time that since video was carried across state borders, iocai and state censor boards had no legal jurisdiction over programming.

Spearheading the fight, whose outcome is expected to have farreaching implications, was J. Walter Thompson veepee. John U. Reber. Underlining how TV has existed under a system of self-imposed censorship until now. Reber declared that such apparently unimportant organizations as the Laundrymen's Assn. presented much tougher programming obstacles than would state censor boards.

Warren S. Shelly, veepee' of the N. W. Ayer' ad agency, also objected to the proposed state censorship averring that TV could not afford to give up five seconds of a (Continued on page 35)

(Continued on page 35)

KLAC-TV Retrenches; Lops 7 Shows, 6 Staffers

Hollywood, May 10, KLAC-TV has sliced seven shows from its schedule and given no-tice to six members of its staff. Station execs related that move is

tice to six members of its staff.
Station execs related that move is
strictly a summer precaution. Outiet will be dark on Monday nights.
Chopped from the line-up are:
John Slott's "Hollywood Little
Theatre." Irwin Ailen's "Hollywood Merry-Go-Round." Gina
Janss show, Adoline Hanson's
"Clef Dwellers," David Street's
"Melody, Inc." and "Mickey
O'Day" show. Mai Boyd's "Punch
With Buddy" has also been cancelled out by station. Don Otis'
show, which pulis more top names
than any other layout on station,
has been trimmed from 60 minutes to 30 minutes. KLAC has
cut personnel in its art, stage and
lighting departments.

The only Monday programming
will come when baseball, for which
station has contracted, falls on that
night.

Cleve's TV Upbeat

Washington, May 10.

Warner Bros. backed up part of its recent Hollywood statement that it was abandoning its television plans by formal withdrawal last week of its station application in Chicago. Through its Washington counsel, Marcus Cohn, WB advised the FCC it can't wait for the mills of the FCC to grind.

It looks like it will take up to two years to get a decision on the Windy City bid, it said, which is too long to tle up properties and personnel for planning for a hoped-for permit.

However, Warners informed the Commission it wants to go through with its deal with Mrs. Dorothy Thackrey for purchase of her California radio and television properties. The firm offered no explanation of its earlier statement that it was giving up a \$50,000,000 video program because FCC had "absolutely refused" to approve the Thackrey transfer. It merely wanted to "assure" the Commission, "because of recent conflicting statements in the trade press," that it fully intends to go ahead with the acquisition of KLAC and KYA in San Francisco.

In a petition to dismiss its Chicago TV application, Warners said

In a petition to dismiss its Chicago TV application, Warners said that when it filed for a permit over a year ago it anticipated action in "a reasonable period of time" and

(Continued on page 35)

Philly's TV Set Sales Bonanza

Philadelphia, May 10. Sales of television receivers in the Philadelphia area skyrocketed to 233% above last year's figures during the first three months of 1949. according to a survey made by the Electrical Assn. of Phila-delphia

1949. according to a survey made by the Electrical Assn. of Philadelphia.

A total of 37.392 television sets were sold in this area during the first three months of 1949, as compared with 11,228 during the same period last year. The breakdown of sales by month this year was: Jan., 8,247; Feb., 12,375, and March, 16,770. The total retail value of the sales for this period was \$15,045,866. The average price per receiver was \$402, a decline from the 1948 figures, when the average price per set was \$457.

The fremendous volume of installations during March has had a boom effect on the video situation locally. WCAU-TV revised its rate card with sharp increases in every time classification and there is strong likelihood the other stations will follow the lead. Even the modest estimates place the number of sets in operation at the end of April as well over 150,000.

The Electrical Assn. keeps a statistical chart of set sales. The number of sets in this area up to Dec. 1, 1947, were 18,672. Total sales for 1948 were 82,606. With 37,392 sets sold during January, February and March, the total number of receivers in operation at the end of March was 138,670.

The report of the Electrical Assn. covers all standard makes,

The report of the Electrical Assn. covers all standard makes, and the area is that covered by the Philadelphia stations—WCAU-TV, WFIL-TV and WPTZ. Electrical

Cleve. Set Owners Get 60 Days to Ground Aerials

Cleveland, May 10.
Television set owners here have been given 60 days to ground their aerials or else face arrest by city

WLW-T'S 161% HIKE

IN COM'L. ACCOUNTS

Cincinnat, May 10.
Crosley's WLW-T had 73 sponsors defining April, compared to 57 in March, 40 in February and 35 in January, for a 161% gain in four months and the highest sponsor total in the station's 15-month commercial history.

Dollar volume aiso reached a new high, M. F. (Chick' Allison, sales chief, reported.

Television set estimates for May 1 were 23,000 in the Colorubus area and 5,300 in the Dayton area and 5,300 in the Dayton area and 5,800 in the Colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate Crosley video stations of the colorubus area, all served by separate crosley video stations of the colorubus area, all served by separate crosley video stations of the colorubus area, all served by separate crosley video stations of the colorubus area, all served by separate crosley video stations of the colorubus area, all served by separate crosley video stations of the colorubus area of the colorubus area of the crosley cross the certain the colorubus area of the colorubus area of the colorubus area of the colorubus area of the c

16th ANNUAL



SURVEY OF

RADIO-TELEVISION

SHOWMANAGEMENT

It's Radio-Television Showmanagement time.

Once again VARIETY, in this, its 16th annual appraisal, will seek to single out for individual citation the personalities, the managements and the operations that have made the most notable contributions during the 1948-49 Broadcasting-Telecasting Season.

Once more high standards will be the concept in evaluating the progress made by the radio stations of America toward preserving and advancing the cultural, educational, entertainment, management and other functional aspects of broadcasting.

In an era when Television becomes more and more pronounced, and when the need for establishing a brand new modus operandi for the audio medium grows more recognizable, VARIETY wants to know what the station managements and individuals have contributed toward sparking the medium with the sort of freshness and vitality necessary toward its preservation.

Too, VARIETY wants to single out those who have made the best strides in advancing Television Showmanship.

This year VARIETY has departed from its customary practice of midwinter poll-taking in order to incorporate Showmanagement into the midyear Radio-Television Review and Preview issue, scheduled for July publication. This will permit for an extension of the Showmanagement deadline to June 15 and allow for an up-to-the-minute evaluation and appraisal of accomplishments covering the entire '48-'49 Broadcasting-Television season.

Further, the integration of Showmanagement with the Radio-Video Review and Preview will make possible one of the most elaborate AM-TV documentations in industry annals.

So let's have 'em. Keep your reports short and concise, but tell all. Submit your entries at the earliest possible date, but not later than June 15.

Address Reports To Radio Editor



154 West 46th Street New York 19, N. Y.

Deadline for Entries is Midnight, June 15

With Dwight Cooke, host; Dr. T. V. Smith, guest Producer: Leon Levine 15 Mins.; Mon.-thru-Fri., 6:15 p.m. Sustaining CBS, from New York

How a man may build his mind was tackled Monday (9) by CBS in a new cross-the-board series tagged "You and Self-Improvement." the inaugural airer host Dwight Cooke had Dr. T. V. Smith, professor of phllosophy, poetry and po-litles at the University of Syracuse, as his guest. Informal discussion proved interesting, but Dr. Smith's suggestions for "cultural self-imsuggestions for "cultural self-im-provement" will hardiy come as fresh advice to a person of average

provement. Will measure fresh advice to a person of average intelligence.

In an easy, conversational style, Dr. Smith tossed off such kernels of advice as "until a man is ready to take himself for better or worse, he's not ready for self-improvement." To drive home a point that one should not imitate others he urged listeners to "start where you are honestly. be magnanimous about other people." On the whole, Dr. Smith, with an assist from Cooke, made a game try to lead the public on the "road to culture" despite a scant 12 minutes allotted to him. Subsequent sessions will take up such toples as "How to Make the Most of Yourself Socially," etc.

ally," etc. Gilb.

MICHAEL SHAYNE, PRIVATE DETECTIVE
With Jeff Chandler
Writer: Larry Marcus
Producer: Broadcasters Guild
Director: Bill Rousseau
30 Mins.; Sat., 5 p.m.
Sustaining
WOR, N. Y.
Transcribed in Hollywood,
"Michael Shayne, Private Detective" followed the traditional whodunit format in making its bow as a sustainer over WOR, N, Y.
Saturday (7). Plot was an obvious one while the acting was fair.
This half-hour meller, however, will likely appeal to those late Saturday afternoon listeners who seek a change of pace from a diet of quizzers and prattling disk jockeys.
Written by Larry Marcus, the

jockeys.
Written by Larry Marcus, the Berlpt was a chronological account of how detective Shayne was framed by a "grey eyed blonde" and his subsequent solution of the problem. Jeff Chandler is passable in the title role. Supporting piayers were adequate.

able in the title role. Supporting players were adequate. Gilb.

NEWS WRITERS QUIZ

With John Gonella, Guests
30 Mins., Sat., 7:15 p.m.,

Sustaining

WPTR, Albany
Opinion periods, merged with a quiz, take this program out of a grooved format. Two five-minute blocks are reserved for a discussion of current national and international questions, by Albany, Troy and Schenectady newsmen. National compulsory health insurance and the shelling of a British ship in the Chinese war were the topics aired on the latest block heard. Exchanges on both were provocative though inconclusive.

John Gonella, a Scotchman who served as an officer in the British Army and who miked for BBC, acts as quizmaster and moderator. He prepares the queries himself, show being tape-recorded. Panel varies, Walt Mordaunt, staff writer for the Albany Times-Union, and Jack Dumas, of the Schencetady dark Dumas, of the Schencetady will broadcasters. All participating are well backgrounded. One section deals with area questions.

Program, which has life, lightness and color due to the sure guidance of Gonella and the responsiveness of the byliners, probably appeals most to upper-level dialers.

D. C. DATELINE
With Hazel Kenyon Markel
Producer: Edwin Halburt
Writer: Ellen Wadleigh
Announcer: Lee Vickers
15 Mins., Sun., 12:15 p.m.
Sustaining
WTOP, Wash.

Sustaining WTOP, Wash.

This highly rated public service airer retrurned iast week after a two-month hiatus during programming reorganization of the station. Now in its second year, the interview program rates attention as prestige effort of the town's 50.000-watter.

"D. C. Dateline" is the brainchild of WTOP program director Hazel Markel, who remains as interviewer of celebs featured on airer despite her executive job. Spot is in great demand by groups of all kinds as a springboard for publicizing their work. Applicants are carefully screened, with time given only to topnotch philanthropic, welfare, educational, social service groups and the like. Effort is made to highlight a current "cause."

Format of show makes it far were meltathle they more of its

Effort is made to highlight a current "cause."

Format of show makes it far more palatable than most of its type. Though a local effort, national flavor of town and of guests intervlewed, make it a suitable candidate for web airing.

Standard pattern followed includes introduction by announcer Lee Vickers against a musical fanfare, backgrounding by Mrs. Markel, and a two-part interview, first of the organization's rep and then of the guest, generally a top government official, who makes a pitch for the work of the group. Carefully scripted and recorded in advance, presentation is invariably smooth and surprisingly dramatic. Though lacking, spontanelty, effect is informal and interesting.

matic. Though lacking, spontaneity, effect is informal and interesting.

Recent programs include a Community Chest report, with Mrs. Harold Burton, wife of the Supreme Court Justice guesting along with Chest's local head; Mrs. Max Trultt, daughter of the veepee, Mrs. India Edwards, head of the Women's Democratic National Committee and Mrs. Charles Brannan, wife of the Secretary of Agriculture, on a roundup of femme activities at the Inauguration; Eric Johnston on an American Brotherhood Week program; and chantoosey Pearl Bailey making a Christmas Seal pitch. Though accent is on government brass, show biz is used whenever possible, as in the case of Ingrid Bergman, who did a Children's Theatre stint. Already recorded is next week's U. S. Bond Drive program, with Treasury Secretary John Snyder pa.'ling.

Interview chores are abiy handled by Mrs. Markel, whose personal popularity here helps snare with her.

It is all very high class and dig-

sonai popularity nere neips snare many of the celebs who appear with her. It is all very high class and dignified, but skillfully avoids being stuffy, and strikes a weekly blow for station prestige. Lowe.

grooved format. Two five-minute blocks are reserved for a discussion of current national and international questions, by Albany, Troy, and Schenectady newsmen. National compulsory health insurance and the shelling of a British ship in the Chinese war were the topics aired on the latest block heard. Exchanges on both were provocative though inconclusive.

John Gonella, a Scotchman who screed as an officer in the British Army and who miked for BBC, acts as quizmaster and moderator. He prepares the queries himself, show being tape-recorded. Panel varies, Walt Mordaunt, staff writer for the Albany Times-Union, and Jack Dumas, of the Schenectady Gazette, being two frequently broadcasters. All participating are well backgrounded. One script with the series and color due to the sure guidance of Gonella and the responsiveness of the byllners, probably appeals most to upper-level dialers.

SOUTHWESTERN SWINGSTERS With Annie Schafer, Willie welles, Ben Morris, announcer
15 Mins.; Mon-thru-Ftl, 12:30 p.m.
NASH COFFEE CO.
WKY. Oklahoma City
This a straight, neatly-packaged musical show that'll appeal to dialers who like their tunes brewed in a cider jug. Southwestern Swingsters comprise a good instrumental combo, pius two warblers who handle the numbers in traditional twangy style. Except for a couple of medium-sized and moderately-phrased plugs, there's no excess verbiage to cut into the musical portion.

On a recent show, program included several snappy orch offerings, well-accented with hillibilly fiddling and ukelcing. There were also a couple of "change your prider" dance tunes, with Willie Welles delivering a neat oatspeckled song. Annie Schafer, with a good set of pipes, rendered a song titled "I Love You So Much II Hurts Me."

AIR FORCE HOUR
With Lt. Col. George S. Howard,
M. Sgt. Glenn Darwin, Warrant
Officer Robert Landers; Lt. Cass
Bielski, announcer
Writer: Capt. Don Meranda
Producer - Director: Capt. Bob Keim 30 Mins.; Thurs., 8 p.m. Sustaining WMGM, N. Y.

Using a musical format, and employing the talents of U. S. Army Air Force personnel, this show comes off as moderately entertain-ing half-hour. Broadcast origi-nates from Boiling Air Force Base, Washington, D. C., and is carried

throughout the country by Mutual except for the exclusive airing in York over WMGM.

except for the exclusive airing in New York over WMGM.

Program, which features a 70piece Air Force_orch, under the baton of Lt. Col-George S. Howard, presented (on airer heard) six numbers—"Who," "Jazz Legato," "American Patrol," "Travel Light," "Summer Time" and "How Blue the Night." The arrangements weren't too exciting. Warrant Officer Robert Lander offered some good baritoning in his rendition of the folksy "Travel Light," and an all-male glee club of "Singing Sergeants" was used effectively.

Interjected into the broadcast was an interesting five-minute documentary, recorded in Berlin by Capt. Maxwell Marvin, discussing the reaction of the German people to the reported terminating of the Berlin blockade. Show's weakest moment was a saccharine tribute to Mother's Day in the form of a recorded interview with the mother of an Air Force student.

SATURDAY DATE
With Dick Smith
Producer: Phil Clifton
60 Mins., Sat., 11 a.m.
PM & B DEPT. STORE
WMTW, Portland, Me.
Weewatter has come up with a

weekly teenster session that es-chews gushiness and condescension for sock entertainment values equally iistenable by high school kids and their elders. Tasteful and alert emceeing by Dick Smith, station's disk jockey, builds infectious enthusiasm among youngsters participating, who long ago overran studio space and now must be ran studio space and now must be accommodated in a hotel bail-room. Fact that Smith has been able to attract as many boys and

room. Fact that Smith has been able to attract as many boys and girls to the sessions may be assigned to non-flossiness of approach. "Saturday Date" is no mere cute handle. Each week a boy or girl is elected by a panel from his or her high school to assume that role for the upcoming program. Department store sponsor thereupon togs out the kid from its teen show. To keep "Date" in forefront, Smith uses the selected teenster as coemcee throughout.

Contest to select best potential radio anouncer from audience is built around a dilbed tries at describing the "Date's" donated apparel, thus neatly and amusingly getting around the visual hurdle. Other quiz angles are built around current record releases, with albums as prizes. Bop and jive generally are subordinated to more melodic show tunes, with spinning of Dinah Shore's "Wonderful Guy" typically sending 'em at session caught.

typically sending em at session caught.

Smith somehow manages to bring practically every kid in the audience before the mike. And he never forgets to ask a wide sampling what subjects they are taking at school, what educational plans they have for the future, etc., with humorously sympathetic comments ensuing. The sponsor has a bargain here.

Followup Comment

Bob Hope played a straight dramatic role on CBS' "Suspense" Thurs. 15). cast as a weak, cowardly neurotic who has had his wife murdered and waits in terror for the hired killer to turn on him. The comic did a good thesping job. socking across the feeling of panic, but the character was so unsympathetic as to cause a negative reaction. Researcher Horace Schwerin has pointed out that when a star takes a role which violates the fans' image of him, he usually suffers. This was the case with Hope's venture into the whodunit field. Fibber McGee and Molly recently did a guest shot on the same thriller, but the McGees had a script which played them up as a typical couple outfoxing a criminal. Hope would have done better with a more appealing part.

SING FOR YOUR SUPPER
With Tommy Tucker Orch, Nancy
Donovan, Ray Charles Quartet,
Tommy Mahoney; Phit Tonkin,
announcer
Producer: Dick Rubin
Director: Newt Stammer
30 Mina; Thurs. (5), 9:30 p.m.
Sustaining
Mutual, from New York
Preem of "Sing for Your Supper" was a moderately funny audience participation show which
could be developed with better
production and smarter routines.
Format calls for four contestants
from the audience to sing familiar
tunes, the hitch being that they
must perform a wacky stunt at the
same time. Thus a model had to
chirp "Bicycle Built for Two"
while pedailing and a male participant sang "By the Sea" while wading in a tub of water. The gags
had more visual than audio appeal, although a salesman doing
"School Days" as a five-year-old
might, was good comedy.
Musical interludes provided by
Tommy Tucker orch, Nancy Donovan and the Ray Charles Quartet
packed more entertainment value.
Tucker handied the emcee chores
weit, but Tommy Mahoney as his
wisceracking stooge fell flat with
some corny ad libs.

BRUSH CREEK FOLLIES

BRUSH CREEK FOLLIES
With Hiram Highby, Colorado
Pete, Tiny Tiliman, Sunny Daye,
Jed Starkey, Millie & Sue, Eddie
Edwards, Lazy River Boys (3),
Rhythm Riders (4), Tune Chasers
(4), Harry Jenks; Paul Taylor,
announcer
Producer-Director: Edwards
30 Mins. Sat., 9 p.m.
RICHMADE MARGERINE; RODEO HAMS & BACON
KMBC, Kansas City
One of the top western and hili-

KMBC, Kansas City
One of the top western and hilibility sessions on the air, "Brush
Creek Foilles" swings along in
high gear in its 12th season on
KMBC and the KMBC affiliate,
KFRM, in north central Kansas. As has been the practice since its origination, "Follies" originates as

origination, "Follies" originates as a visual show before a paid house at the 1,100-seat Ivanhoe Temple, playing to near-capacity every week at 61c per head. A few faces are changed, some sponsors are new, but otherwise "Follies" holds to its traditional quota of corn.

In seasons past, the "Follies" has taken a summer hiatus, but with new sponsors just signed, probability is that it will move to an air-conditioned hall and continue. "Follies" always has been the station's chief showcase for the big roster of taient from its artists bureau, and continues on the air whether the visual session holds or not.

whether the visual session house of not.

This season "Follies" has Eddie Edwards, a veteran of the cast and bureau, at the production helm. His air show is all that the "Folles" should be. Hiram Higsby is an old hand at the m.c. assignment, and handles in masterly fashion. He also does what little writing is involved, ad lib being the general practice.

He also does what must have involved, ad lib being the general practice.

Talent roster includes names known to listeners for several years. All have been on the show a couple of years, and some, such as Colorado Pete and Jed Starkey, a good while. Pete fills the role of western singer as he has since the show originated, while Starkey's meat is the Ozark type of comedy. Edwards as George Washington White has a blackface comedy bit. Tiny Tillman is coming along as ballad singer; Sunny Daye handles the only gal solo singing on the bill, and Millle & Sue round out the vocal department as cowgirl singers and yodelers. KMBC always has been noted for its small musical groups, and the Tune Chasers, Rhythm Riders and Lazy River Boys are easily up to par.

THE AFFAIRS OF PETER SALEM
With Santos Ortega, Jack Grimes,
Everett Sloane, Luis Van Rooten, Ann Shepard, Jean Ellyn
Writer: Louis Vittes
Producer-Director: Hi Brown
30 Mins., Sat., 2:30 p. m.
Sustaining
Mutual, from New York
This new whodoutt gester date

Sustaining Mutual, from New York
This new whodunit series siotted in the Saturday 2:30 p.m. segment on the Mutual network is sparked by the slick performance of Santos Ortega as the bucolic private eye. Ititular role in "The Affairs of Peter Salem." On teeoff stanza the hick dick became involved in running down a ring of gem smugglers who had concealed gems in a statue of a tiger. After the murder of a double-crossing pal, and the usual perilous situations smacking of yesteryear film cliffhangers, he caught the femme fatale and settled down to peace and quite until the next stanza.

Capable cast gave the featured member good support in the spinning of the yarn, which should have held the listeners. Script and direction were also okay. Edba.

MEET YOUR MATCH
With Tom Moore, others
Writers-Producers: Sam Levine,
Bob Monroe
30 Mins.; Thurs., 9 p.m.
Sustaining
WOR-Mutual, N. Y.
Another audience participationer, "Meet Your Match." hit the
airlanes over the Mutual network
Thursday (5) in the 9 p.m. slot,
Entertainingly moderated by Tom
Moore, Chi emcee, it brings to the
platform a number of contestants
who compete for an assortment of
giveaways and a multiple jackpot
at the end of the stanza.
Participants are pitted tagainst
each other, two at a time. In answering questions by Moore, who
peps things up with flavorsome
comedy to sustain interest. Lucky
contestant is gifted and remains to
compete with another of his own
choice and so on until the climax,
when the last successful quizee is
subjected to the jackpot payor
question by a masked character
called "The Brain." Plenty of
nifty gifts were passed out on the
individual answers but the finalist
was stumped by "The Brain." Had
he answered he would have been
awarded a multiplicity of gifts
ranging from complete summer
wardrobe to summer and winter
vacations, among other things.
Jackpot is added to weekly when
unanswered, giving next week's
contestants a chance for a greater
amount of loot.

Moore keeps program moving at
a zingy pace and although in as a
sustainer, should have little trouble of latching on to a tab lifter.

Edba.

Füller Your Urge
With Dee Carlstrom: Al Parker,
announcer
Producer-Director: Bill O'Brien
15 Mins., Mon.-thru-Fri., 11 a.m.
CANADIAN ACE
WJJD, Chicago
Aim of this program is to grant
the wishes of radio listeners who
write the best reasons for their reespective urges. Interviewer Dee
Carlstrom acts as present-day fairy
princess by seeking, and getting,
some action on the requests. Petitioners appear in person on the
program.
Show caught had a mother appealing for an apartment, so she
could get her family out of an undesirable neighborhood. Next
participant, also a housewife,
thanked Miss Carlstrom for a television set given to her bedridden
son. Urges wound up with Mis
Carlstrom, a recent sick patent herself, spinning a platter, "Thanks
for the Memories," to her wellwishers.
Sponsor's rhyming jingle started

wishers.

Sponsor's rhyming jingle started and closed program. Tied in with tune were two pleasantly-delivered verbal plugs for the sponsor produced.

verbal plugs for the sponsor product.
"Urge" is a heart-warming little show that will appeal to the housewife. As a shortrange commercial, it is unlikely to strike a beer-drinking audience at this time of day. However, program is beamed at a long-range, goodwill show designed to build up sponsor prestige, and in this respect, it hits the mark squarely.

Mart.

in this respect, It hits the mark squarely.

BALLARD'S BAZAAR
With Sam Gifford, Bill Pickett.
Marian Ellis, Easy Threesome;
Ken Mecker, announcer
Producer-Writer: William Loader
Director: Wm. O. Aldridge
30 Mins., Tues.-Thurs., 9:30 a.m.
BALLARD CO.
WHAS, Louisville
First audience participation show to utilize the new WHAS studios teed off to a good start. It offers in addition to interviews with the housefraus, musical Interludes by the Easy Threesome, ear pleasing trio comprising Hammond organ coordion and guitar. This gives a tuneful life to the proceedings, and breaks up the sameness of one interview following another.
Personality m.c. Sam Gifford, new to the station, paces the show briskly, and evidences plenty of ease and quick repartee with the femmes. He doesn't overlook any opportunity to mention his flour miller sponsor's product, as does Ken Meeker, who delivers the straight commercials in authorative manner and to the point. Marian Ellis, the Ballard hostess, gives the listeners the femline slant, and very convincingly. Tips em off to some simple recipes, and makes it very easy for them to include the sponsor's flour as the basis for the Goddies.

Baritone Bill Picket fits in well with the musical portion of the show. There's a neat writing and

goodies.

Baritone Bill Picket fits in well with the musical portion of the show. There's a neat writing and production by Bill Loader, and sharp direction by Bill Aldrige.

Wied.

St. Louis — Charles "Gabby" Street, who teams with Harry Caray in broadcasting the play-by-play of all Cardinal games for the Griesedieck Bros. Brewing Co., un-derwent a major operation last week.

...... Tele Follow-up Comment

"Super Circus," making preem Plot was unconvincing, with the under full-time sponsorship (Derby Foods joining Canada Dry), is good kid fare. Show retains its essential format of ringmaster Claude Kirschner introducing acrobats as the story progressed. kid fare. Show retains the sesential format of ringmaster Claude Kirschner introducing acrobats and specialty acts; Mary Hartline leading circus band in lively style, and clowns Cliff Soubier and Jack Foster capering about with comedy

and clowns Cliff Soubler and Jack Foster capering about with comedy assist.

Wire act by Alvaracos opened preem program Sunday (1). Bob and Evelyn trio staged a trick roller-skating routine, ending with comedy attempt by midget member of act. Wordy commercial ended Canada Dry's stint. Printed rollup and verbal explanation dwelt on rules for kids winning some punching bag toy clowns.

Derby Foods half of show teared Emil and Evelyn in a series of spring board acrobats. Two kids' contests had youngsters digging for coins in pans of flour, and racing to eat hot dogs on strings. Sunny Moore and his dog act took over arena for a zany exhibition of rolling hoops, balancing, spinning and leaping.

Commercials were heavily salted through entire show. Derby Foods had the better of it, though, with a clever sideshow stunt, wherein a barker exploits the virtues of peanut butter for kids. Canada Dry end of show has used almost every type of demonstration except having trained seals swim in a tank of ginger ale.

Mata and Harl, taking over the Marge and Gower Champlon spot on Friday's (6) "Admiral Broadway Revue," turned in a standout performance. Togged in black skintight outfits with white trimmings, the terpers clicked in their sophisticated East Indian routines that slyly spoof formal ballet. Particularly effective was one segment in which the male half of the duo "hypnotized" his partner and the pair dld some socko acrobatic turns that displayed slick timing and control.

that displayed slick timing and control. Leturning after a week's illness. Mary McCarty clicked with her "Tango Palace" number satirizing taxi dancehalls. Sid Caesar pleased in two sketches, first as a mad violin teacher and then as two psychiatrists. His finale was a burlesque of the current "Champion" and "Set-Up" prizefight pix. Imogene Coea clicked as a talkative cocktail lounge habitue and a good vaudeo bit was provided by "Pansy," the vet prop-horse act. "Hero Heroine and Mortgage" finale was not up to usual standard.

A few more strong acts strategically spotted would have given Ed Sullivan's "Toast of the Town" a greater impact. The fault didn't lie in the booking, but primarily in the way some of the acts projected. For example, Nellie Lutcher, whose highly individualistic jive interpretations make her a fave with the younger element, failed to project too keenly in the show. It may have been her tune selection inasmuch as "Real Gone Guy" and "Big Brown Frame." her most acclaimed items among disk fans, weren't heard. Henny Nadell started off slowly in the comedy spot, but built up nicely as he went into his draft board routine. It's an old bit that's long passed its peak and timeliness, but the concept and execution are essentially funny.

Charles Laughton did an unusual thing on this show by giving a reading from the Book of Daniel.

Charles Laughton did an unusual thing on this show by giving a reading from the Book of Daniel. He made the story of Shadrach. He made the story of Shadrach. Mesach and Abednego sound like a good adventure story with a happy ending while retaining the essentially solemn biblical tone. He read the chapter as many think the Bible should be read—as literature, modern and enjoyable. A repeater on the program was Norman Evans, the versatile British import who hit good reactions with a cute puppet and trumpet bit.

A repeater on the program was Norman Evans, the versatile British import who hit good reactions with a cute puppet and trumpet bit.

"Stand By For Crime." half-hour whodunit quizzer originating from WENR-TV, ABC's Chicago outlet returned to the air Saturday night, 17) after a hiatus of several weeks. It emerged as just an average video crime program, needing better directorial pace to up it to the standards of such top TV mellers as "Suspense." Format has Myron Howell Portions before unmasking the killer. Saturday's show involved a murder effected through an Indian poison injected in the victim via a scratch from a cigaret lighter.

Seratch from a cigaret lighter.

Simminutes.

Kahn.

as the story progressed.

Success which greeted the telecasting of the Football Cup Final from Wembley Stadium, an event which is reported to have attracted 1,000,000 vlewers, has given a much needed fillip to the sale of receivers. Perfect camera control, with emphasis on closeups, gave viewers a firstclass shot-by-shot record of Britain's most popular sporting event of the year. Televising of such events is never likely to affect the gate but plays a major part in widening the appeal of home video. It was certainly a show which deservedly enhanced the reputation of the BBC and confirmed the immense popularity of actuality telecasting.

TV Film Review

CRUSADE IN EUROPE
Producer: March of Time (Richard
De Rochemont
Directors: George R. Black, Jack
Glenn, Grey Lockwood, Len Lye,
William Zubiller
Narration: Westbrook Van Voorhis
Editor: Arthur Tourtellot
25 Mins: Thurs, 9 p.m.
TIME AND LIFE
ABC-TV, from New York
(Voung & Rubicgm)

(Young & Rubicam)

"Crusade in Europe." General Eisenhower's story of the Allied campaign in Europe, has been given an exciting film treatment for television purposes, under an arrangement by which Time and Life are the sponsors. "Crusade" in its TV version has been compiled by the March of Time through an arrangement with 20th-Fox, which owns the rights, and the result is a series of 26 films, each of which is to run in successive weeks. In 25-minute segments, over the ABC video network. The first of these had its tele premiere last Thursday night (5). It marked the most notable advance for TV in the field of narrative-visual reporting.

Employing the March of Time

narrative-visual reporting.

Employing the March of Time technique. Including the voice of the latter's Westbrook Van Voorhis. "Crusade" in its initial installment told the moving events that preceded World War II. Anschluss, Munich, Czechoslovakia, Poland, Chamberlain's declaration of war with Germany—all these are part of the first chapter. Along with the films that compose the 25 other portions in the series, they are the work of expert editing and compilation while the producers, at the same time, have kept faith with the Eisenhower book.

book.

There is only one glimpse of the General—during a clip showing him. before the war, as a colonel in the Philippines, standing beside General MacArthur. It was Eisenhower who is credited with the adaptation of his book. But whatever the credits, they all represent an excellent reportage, some of the clips already having been seen by the public, others heretofore being restricted and taken from the files of the U. S. military forces, captured enemy clips, plus. Allied sources.

The major credits, of course, in addition to that belonging to Eisenhower, go to producer Richard de Rochemoht and Arthur Tourtellot's editing. There is no doubt that on the basis of the first flim. "Crusade"—along with 20th-Fox. Time and Life—does much to preserve, and with accuracy, the history of an epochal period. If there was a single flaw, it was in the overlong opening commercial for Time and Life. It ran around four minutes.

GOBO'S CIRCUS There is only one glimpse of the

BLIND DATE With Arlene Francis, others: Waiter

With Arlene Francis, others; Waiter Herlihy, announcer Producer: Bernard L. Schubert Director: Fred Carr Musie: Glen Osser 30 Mins.; Thurs., 7:30 p.m. Sustaining 14 stations) ABC-TV, from N.Y.

As the starting point for its new Thursday evening lineup, "Blind Date" gives ABC-TV an almost surefire viewer lure. Program, adapted freely from its AM format, is replete with solid laughs, human interest and, because of its visual impact, suspense hardly approached by the radio version. It looks like a winner and should grab a sponsor fast.

As with its, AM predecessor, "Date" has six men, three each from two universities, competing for dates with three models. Boys can only woo anonymously, via a telephone conversation, and the gais supposedly then choose the more corvincing for an evening at the Stork Club, N. Y., with all expenses paid. Audience meets both the boys and the girls and then via a split-screen effect, sits in on the conversations. Winner doesn't get to meet the girl, though, until after she makes up her mind. Suspense, of course, enters in while the model decides and the audience can naturally be expected to take sides in the decision.

Much of the success on the preem performance '5' was directly attributable to emcce Arlene Francis. Visually attractive, nicely-gowner and glib ad libber, she did an excellent job in getting the male studentsato open up and overcome any inhibitions they might have had working before the cameras and studio audience. Repartee between her and a couple of the boys, whether planned or not, was neatly handled, and her knowledge of their universities (in this case Columbia and Yale) demonstrated she wisely took the trouble for a little advance research.

Where the show erred slightly was the impression given that both the students and models had reheared their phone conversations. The lines were funny enough but would have packed considerable more sock if they had sounded entirely off-the-cuff. Show was staged on a nicely-styled, funetional st., with the single door separating

ABC Preems Its Frisco TV Showcase as Philco Bankrolls Inaugural

San Francisco, May 10. ABC's newest video outlet, KGO-TV, San Francisco, preemed auspiciously May 5 over Channel 7, teeing off with a professional melange of programming, production and talent, which included a dedicatory program spotlighting Gov. Earl Warren. Robert Kintner, Robert Hinckley, Paul Mowrey. Gayle V. Grubb and three of San Francisco's top religious leaders, Bishop Morgan Block, Rabbi Irving Stom and Archbishop John J.

Bishop Morgan Block, Rabbi Irving Stan and Archbishop John J. Mitty.

The inaugural show opened with a 25-minute documentary slice of Gen. Dwight Eisenhower's "Crusade in Europe," filmed for video, and carried on with a vaude show under Phileo aegis from the stage of Golden Gate theatre, and elosed with a S. F.-Oakiand Paelfic Coast League) baseball game. All items showed expert camera handling. Vaude was a smoothly routined five-aet layout with Garry Moore handling emcee chore in good form with overtones of hoke that elicked effectively. Performers included Artie James, flash roller skate speclalty, Mae Morse cowboogie songstress who scored neatly. Lolita and Ardo, whose ball-room terping registered smoothly, and the Wiere Bros., who elicked with their accustomed ease.

Baseball, chattered by sportcaster Ira Blue, was well handled for maxinum effectiveness. Gen-

Baseball, chattered by sport-caster Ira Blue, was well handled for maximum effectiveness. Gen-eral appeal of sum total was first rate.

current KGO-TV stance will be Current KGO-TV stance will be a 12½ hour week of telecasting, with daily stint of eight to nine hours expected by fall. Reception was reported as far away as Sacramento and Reno. Checkup Imediately following program showed 80% of 1,900 Bay Area television sets tuned in for the preem show.

ABC's Good Thurs. Parley

ABC television came through with the best job of routining a full evening of TV entertainment yet seen on the screen during its kickoff of that new Thursday night parley last week '5). Web's program bosses followed the best tenets of good show business techniques in mixing up the pace of its various shows for a solid three-and-a-haif hours. It's a lesson that radlo has never learned, what with its slotting of one comedy program after

learned, what with its slotting of one comedy program after another, or with a solid two-hour block of mystery mellers. If ABC-TV can maintain the overall pace set for the preem, it should have little trouble in corralling a hefty share of the Thursday with the control of the Thursday with the same of the corralling a hefty share of the Thursday night audience. All surveys to date have shown televiewers to be constant dial twirlers, searching the channels for the type of show they want, which virtually nullifies the importance of back-to-back slotting. Variety layout of ABC-TV's evening lincup, however, should keep 'em tuned to the single channel. Thursday night layout has "Blind Date" from 7:30 to 8; "Stop the Music" from 8 to 9; "Crusade in Europe." the Eisenhower films, from 9 to 9:25; 20th-Fox's "News Story of the Week" from 9:25 to 9:30; of the Week" from 9:25 to 9:30; Eisenhower films, from 9 to 9:25; 20th-Fox's "News Story of the Week" from 9:25 to 9:30; "Actor's Studio," dramatic se-ries, from 9:30 to 10, and the "Roller Derby" from 10 to

THE 54th STREET REVUE
With Jack Sterling, Russeli Arms,
Marilyn Day, Carl Reiner, Pat
Bright, Bambi Linn, Annabelie
Lyons, Count Reno. Jonathan
Lueas, Jimmy Spitalny
Producer: Barry Wood
Director: Ralph Levy
Writers: Bob Fine, John Whedon
60 Mins., Thurs., 8 p. m.
Sustaining
CBS, from New York
CBS' projection of "The 54th

CBS' projection of "The 54th Street Revue" Thursday at 8 p. m. for a full hour, helps make this time period one of the most comtime period one of the nost com-petitive in the video spectrum. Pitted against such formidable fod-der as ABC's "Stop the Musie" and NBC's Hank Ladd layout and Lanny Ross show, this revue seems capable of holding its own. The show, obviously patterned along the "Broadway Admiral Revue" format schleyes need color movethe "Broadway Admiral Revue" format, achieves pace, color, move-ment and variety on a single set. There are several notable perform-ers and some laugh-provoking sketches.

ers and some laugh-provoking sketches.

However, the major fault with this layout is its lnability to maintain the sprightly pace for the 60-minutes duration. There are few in the package's personnel that can step out during the latter half and give the show the necessary sock to heighten lagging interest. A more equitable distribution of the boff sessions during the fore and aft portions and the introduction of more novelty during the waning sections seem in order here.

and aft portions and the introduction of more novelty during the waning sections seem in order here.

The competent and fairly even calibre of performers selected also provides a sameness of tone. Jack Sterling, who hosts the show, did a good job in several bits and sketches, while Carl Reiner of the "Where's Charley" cast, is an expert at dialect humor. Other eomedy was contributed by Pat Bright who did a good Brooklynese bit; Fosse & Niles collabbed with Sterling in a softshoe bit: Jimmy Spitalny did a bit already made familiar by Jackle Miles; Cliff Edwards was heard in a pair of tunes; Count Reno did a tramp bicycle bit a la Joe Jackson, Jr.; Bambi Linn had a neat terp spot, and Russell Arms and Marilyn Day took care of the singing roles.

The elements of a top variety show are already present in the revue. From indications on the initial show all that's needed is a more equitable distribution of talent and perhaps a strong vaude headliner property spotted. The identities of the performers argiven via orinted titles and do not slow up the proceedings.

Barry Wood's production, John Butler's choreography and Ralph Levy's direction aid considerably. Sketches by Bob Fine and John Whedon are okay. This CBS house-built package is one of its more ostentatious variety presentations and shapes up as excellent video fare after the initial presentation's few kinks are ironed out.

Schenetady, N. Y.—Capehart

Schenectady, N. Y. — Capehart dealers in the capital district are sponsoring a new audience participation quiz. "Nickel For Nothlng." emceed by Bob Snyder, on WRGB, Schenectady.

STOP THE MUSIC
With Bert Parks, Jimmy Blaine,
Estelle Loring, Betty Ann Grove,
Sonja & Courtney Van Horne,
Businessmen of Rhythm, Don
Little, Wayne Lamb, Martin
Kraft, Marina Palmer, Ruth
Ostrander, Harriet Roeder,
Charles Luchsinger, Harry Salter's orch
Producer: Louis G. Cowan, Inc., in
association with Mark Goodson;
production supervised by Aifred
J. Hollander
Director: Ralph Warren
Announcers: Don Hancock, Ken
Williams, Dennis James, Sidney
Smith

Smith
60 Mins.; Thurs., 8 p.m.
ADMIRAL AND P. LORILLARD
(10 stations)
ABC-TV, from New York

(Kudner-Lennen & Mitchell)

"Stop the Music," already boffo on radio, now socks home on television. The TV counterpart of radio's phenomenal giveaway show is a sharply-paeed, excellently produced one-hour entertainment, It should ultimately achieve the popularity of radio's "Stop the Music," and will probably surpass it when video audiences become commensurate in size with radio listenership.

Sponsored jointly by Admiral, which bankrolis the first half, and P. Lorillard Old Gold, for the second portion, "Stop the Music" can't miss becoming one of the top shows in tele. It has in Bert Parks, who also paces the radio "Stop the Music" an unusually able emcee with a ready wit and esuberance necessary to maintain the show's informality. With this first show he has already established himself as a television personality. It has excellent musical backgrounding in Harry Salter's orch, plus several standby singers, all of whom help supply the musical clues to the prize questions. It has varlety performers 'acrobats, dancers, etc.), who, via their performances, suggest some of the clues, as a means to break up the succession of str.ight musical hints. And above all—those prizes. Expecially in the Admiral portion of the program: a flock of home utilitles—including practically the kitchen sink—are among the giveaways supplied by the Admiral factories. The Old Gold prizes mostly comprise expensive ciothing.

The "mystery melody" prizopening night, and still unguessed at the show's conclusion, was \$16.400.

An enormous personnel is required for this show, whose talent and production inot including time costs) amounts to a little under an estimated \$10.000 weekly. And there is no wasting of talent or budget either. In addition to Parks and Salter's orch, there are such additional performers as Estelle Loring, Jimmy Blaine and Betty Ann Grove, the singers; there are dancers Sonja and Courtney Van Horne, plus Geneve Dorn and the under an estimated \$10.000 weekly. And there is a cartoonist, too, Charles Luchsinger, All of whom

Detroit TV's the Nags

Detroit, May 10.
WXYZ-TV will telecast horse racing at the Detroit State Fair Grounds twice weekly beginning

May 13.

Cameras will pick up the fifth and sixth races Wednesdays and Saturdays in addition to special telecasts of the Decoration Day and Fourth of July races.

'Western Powers TV Network'

there are an approximate 5,000 scattered TV sets, all of which adds up to precisely nothing. The programming, what there is of it, is bad. Television receivers command the same price as in the United States—\$300 and up, and that's too many francs in a country that's playing the ECA circuit.

Yet, strangely enough Padicuit.
Yet, strangely enough Padicuit.

that's playing the ECA circuit.
Yet, strangely enough, Radiodif-fusion is all set to spring its 819-line definition within the next few weeks. Those who have witnessed demonstrations of the 819-line transmission concede that France, strategically located, can easily dominate the western European area through the excellence of its television.

television.

But everything is slanted for the future a situation forced upon Radiodiffusion through political and economic expediency. It is a future in which the French broadcasters envision a divorcement from government control, and the adoption of compercial standards: from government control, and the adoption of commercial standards; a future which will find transmitters rising to twice the height of the present one atop the Eiffel Tower, with auxiliary transmitters bordering Italy, Spain, Belgium, Holland, Germany, and with possible penetration behind the Iron Curtain.

vain bid to convince the FCC that color television embracing a like definition was entirely practical.)

If few people talk about radio or television in Paris it is par-tially because the medium has failed to create personalities of its failed to create personalities of its own. There are no Fibber & Moilys, Bennys, Hopes or Giidersleeves. Talent recruited for radio and TV is more firmly rooted in other branches of Parlsian show business—notably in the night spots. Primarily the people listen for the news and music, but they're just as apt to pick it up from BBC or Radio Luxembourg or Radio Monte Cario, which share equal spotlight in overait attention as Radiodiffusion. Radiodiffusion.

Radiodiffusion.

The key French broadcasters themselves, if pinned down, concede that until such time that the system is returned to private or even partially-private ownership to allow for commercial programing, they're behind the political eight-ball, enmeshed in endless red tabe.

VARIETY ing off a few francs here and a few francs there from the radio budget.

budget.

The television building, for example, is one of the potential wonders of the TV world. But here, again, it is "pour le future." Located on the Left Bank within the shadows of the Elifel Tower, an unpretentious building from the outside but full of hidden secrets on the inside, it was started by the Nazis during the Occupation, using French labor. Came the day of liberation, and Operations Television remained at a standstill.

During the past year things be-

remained at a standstili.

During the past year things began to hum again on the Rue de le Universite. Not that any TV coin was forthcoming from the Government. But whenever opportunity permitted, the French broadcast officials reallocated radio funds sometimes this meant re-selling 10 gallons of gas appropriated for an official's car's so that, stone by stone, light by light, things began to take shape.

Last month the Minister of In-

Last month the Minister of In-formation was given his initial look-see at Television City. And so impressed was he by the progress made through the franc-pinching process, that he succeeded in obtaining a \$200,000 appropriation to continue the job.

the present one atop the Effect Tower, with auxiliary transmitters bordering Italy, Spain, Belgium. Holland, Germany, and with possible penetration behind the Iron Curtain.

Also envisioned is an era when bordering countries fall in with the 819-line standard adopted by Radiodiffusion (including the BBC) permitting for the creation of the Western Powers TV Network and the dovetailing of democratic Ideologies.

Italy, for example, only last week concluded negotiations with the French broadcasters for a television system embracing the technical advances achieved by France, despite concerted efforts of the Radio Corp. of America to persuade the European countries to fall in with American standards and "go 525" (via RCA equipment).

However, It looks like the RCA cause in Europe is a lost one, Although David Sarnoff and his emissaries have penetrated most of the Western European countries to many through, the leaning today is toward the French system of transmission. Even Phillips of Belgium (which like Phillips of Luxem a private RCA mobile-unit runtrollumph, the leaning today is toward the French system of transmission. Even Phillips of Belgium (which like Phillips of Luxem a power and the power probably work to the Henry Defrance-created to tube with a sensitivity equal to that of the Henry Defrance-created tube with a sensitivity equal to that of the Henry Defrance-created tube with a sensitivity equal to that of the Henry Defrance-created tube with a sensitivity equal to that of the Henry Defrance-created tube with a sensitivity equal to that of the Henry Defrance-created tube with a sensitivity equal to that of Paris — Heave a large physical probable only through siphon.

Tele Chatter-

New York

Children's wards in 23 New York and New Jersey hospitals will get telesets as glifs from WOR's Christmas Fund, contributed by the MBS outlet's listeners. To date, 21 sets have been installed.

Milk Rosenstock filmed first in his series of vldpix scripted by Ray Richman... Frank E. Martino, of ABC-TV spot sales, has named the new baby Frank Jr.... Telephone Exchange furnishing 500 copies of Ross Reports on Typogramming to its members... Ivor Kenway, ABC ad-promotion V.P., to speak at Princeton Club in N.Y. Friday (13) on TV advertising... Ruth Trexler, ABC education-religious manager to discuss "Health Education by Radio and TV" at health confab here Friday (13)... Hugh M. Beville, Jr., NBC research director, and Noran Kersta, William H. Weintraub TV director, to speak on TV at New School tonight (Wed.).

Walter Hart, now directing "Goldbergs" via CBS-TV. signed to

School tonight (Wed.).

Walter Hart, now directing (Goldbergs' via CBS-TV, signed to direct "That Wonderful Man." which bows in June 21 on the same web under Toni sponsorship when the sponsorship and the sponsorship of the sponsorship with the sponsorship of the sponsorship with the sponsorship of the sponsorship with the sponsorship with the sponsorship of the sponsorship with the sp

direct "That Wonderful Man," which bows in June 21 on the same web under Toni sponsorship James P. Gillis, former NBC account exec, joined the radio-TV department of McCann-Erickson Peggy Cass signed for a role in "One Sunday Afternoon." to be aired Monday (16) on CBS-TV's "Ford Television Theatre" with Burgess Meredith, Hume Cronyn and Francesca Bruning starred Special talent edition of Ross TV Programming Reports, now being published for the actors' Telephone Exchange, to be supplied gratis to members of the latter outfit. Kay Bardsely and Marjorie Fisher, both former staffers of the N. Y. Daily News' WPIX, formed Woman's World Television to specialize in packaging shows for women John MacPougall, program chief of WGYN-FM, N. Y., signed as permanent announcer-narrator on NBC-TV's Monday night "Colgate Video Theatre."

New Tele Biz

Gallant Lumber & Coal, Toledo. has signed for 52 weeks of quarter-liour film shorts once weekly over WSPD-TV, tele outlet in that city. Wendt ad agency placed the ac-

WSPD-TV, tele outlet in that cityWendt ad agency placed the account.

Milwaukee Furniture Co.. San
Francisco, inked to sponsor "Design for Living," weekly program
on interior decoration, over KPIX,
indie tele station in Frisco.
Macmillan Petroleum Corp.,
through Marketers, Inc., Hollywood
agency, has signed a 13-week deal
to sponsor "Roving Camera," new
10-minute film series aired Fridays
via WNBT (NBC, N. Y.).

Chevrolet Dealers of New York
lave signed an eight-week contract
with WJZ-TV, to sponsor the Friday night telecasts of the "Rolier
Derby." Campbell-Ewald is the
agency. Sponsorship started May 6
and will run through July 1.

WGN-TV Chi, reported that Fox
Deluxe Beer will sponsor first
half of Friday boxing matches
with Jack Brickhouse announcing,
through Kastor agency. Rosen's
Clothing Store picks up tab for last
half of program. Other new sponsors include Holland Jewelry &
Radio Store through Malcolm-Howard agency; Lake Shore Electronics
through H. S. Laufman & Associates; and Salerno - Megowen Co.
through Sehwimmer & Scott ageney, all for announcements.

WTMJ - TV. Milwaukee, announced that Gimbel's Department
Store will sponsor half of Brewers
Baseball games through Klau-Van
Peterson - Dunlay agency. Miller
Brewing Co. earlier had taken half
of games through same agency,
Larry Clark announces. State Distributing Co. will sponsor a "rovring camera" program between
double-headers through the Al
Plotkin agency.

Five firms ordered weekly
sannouncements over WXYZ-TV,

double-headers through the Al Plotkin agency. Five firms ordered weekly spot announcements over WXYZ-TV, Detroit, last week. They are Rival Dog Foods, Truan's Candy, New York Linoleum, Good Housekeep-ing Shops, and Ned's Auto Supply.

'Basin St.' for TV

"Chamber Music Society of Lower Basin Street," ABC's jazz satire of longhair concerts which has been off the air for some years. is being readied for a reprise on ABC-TV. Gene Hamilton, announcer-director of the web's "Carnegie Hall" series owns the show, which is expected to bow in

a month Hamilton is growing a beard for

Chicago

Sun-Times has presented three tele sets to vet hospitals in Chi area. Promotion manager Mel Barker handled arrangements.... WGN-TV staffers on vacation are Helene Herzfeld to Coast, Barbara Corning in Bermuda, and Esther Bronson California bound... Quizmaster Bob Elson hosted baseball managers Connie Mack and Frank Lane of Athletics and White Sox, respectively, on his "Identify" show via ABC-TV... Announcer Russ Davis and chief cameraman Harry Birch of WBKB in Florida for vacation... Singer Vivian Martin guested on WNBQ by pianist Herbie Mintz... Banjoist Jimmy James made appearance on ABC-TV "Barn Dance". Vocalist Delores Marshall featured on Al Morgan Show via WGN-TV. Corning in Bermuda, and Esther Bronson California bound ... Quiz-

London

will be shown in action during their three-day match at Lord's Margot Fonteyn, prima ballerina, starring with Michael Somes and Harold Turner in a short ballet program. "The Case of Thomas Pyke," telecast yesterday (10), was specially written for video by Duncan Ross Back from six monthis in Paris at the Club de Champs Elysees, Nat Allen presiding over "Song Session" of old and new favorites. Practical camping hints will be featured in the Children's Program Sunday, May 22 Direct from its run at the Globe theatre, "Oranges and Lemons" will be the lighspot of the May 14 program. James Thurber's "The Last Flower" is to be told in pictures May 13 when 60 of the author's drawings will be shown, accompanied by his own comment.

NBC Gets Okay On UHF Testing

Washington, May 10.

An authorization was granted by the FCC last week to test UHF television reception in the home. In the first permit of its kind, the agency authorized NBC to establish a satellite station in Bridgeport. Conn., to link with WNBT, New York, for rebroadcasting network programs to a limited number of special receivers capable of reception in the ultra high frequency band. The sets will be distributed to special observers.

The web was requested to advise the Commission immediately

The web was requested to set the Commission immediately should RCA decide to sell UHF receivers in the Bridgeport area. NBC's request for a waiver of hourly announcements required on commercial stations was denied by the Commission, which will issue separate cal letters for the satellite outlets.

PLYMOUTH OPTION ON 'CAMERA' EXTENDED

Plymouth has extended its option on ABC-TV's "Hold That Camera," audience-viewer participation stanza, to Friday (13), via N. W. Ayer. "Camera," emceed by Herb Sheldon, will use a telephone routine, with persons phoned at home choosing partners in the studio as the camera pans the audience. Viewers called will have to work with their studio partner, watching the screen and giving directions over the phone.

If Plymouth picks up the tab prizes will be cars for both the studio and viewer winners. Bud Barry, ABC tele v.p., is working for a mid-June preem.

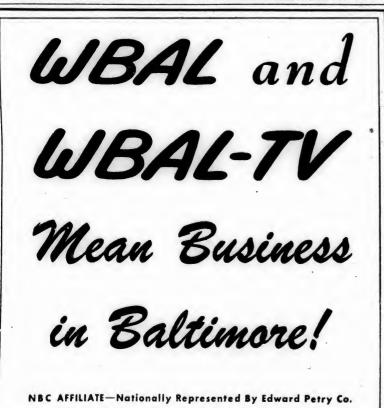
D. C.'s 44,500 TV Sets

D. C. \$ 44,000 17 3cts

Washington May 10.

The Washington Metropolitan area had 44,500 television sets in operation as of May 1. a gain of 3,750 over the April 1 figure, according to an estimate last week by the Washington Television Circulation Committee.

The estimate Indicated sale of sets is leveling off at an average of about 3,500 a month since the record business of December when 6,000 receivers were sold.



"Greatest Fights of the Century," five-minute film show sponsored by Vaseline Hair Tonic Friday nights via NBC-TV, has probably one of the lowest budgets for a high rating of any show now on the air. Entire package cost for a 12-station airing is about \$825 per week, for which the show copped a hefty 60 in the April Pulse reports for metropolitan N. Y.

Program was the idea of Cayton ad agency's account exec. Bill Cayton, and TV director Allan Black, who believed that a five-minute show would yield bigger returns per dollar than spots, and so produced the package themselves at a cost no more than two one-minute spots. Agency then grabbed up the choice five minutes after Friday night boxing matches on NBC-TV, which had been bypassed by other advertisers because of the indefinite length of the bouts. Under Cayton's arrangement with NBC, the show is aired if at least five minutes remain between fights and the following "Chesterfield Supper Club"; if not, it is announced as being postponed a week. if not, it is announced as being postponed a week.

Indicating that an entertaining television spot commercial can have an indefinite run without fear of jading viewers, the Grey ad agency has extended the airing of its BVD animated spot for two months past the originally-planned three. Filmed plug was produced by Tele-Spots, Inc., whose contract called for the production of a new one every three months, which Grey exces had anticipated would be the life span, since the spot is alreo three times weekly in 18 market areas, Agency recently completed both a spot survey of 400 setowners and a check of BVD dealers, with the majority indicating they will enjoy the film. As a result, it was decided to leave it on the air. Film cost the agency \$4,000. Extension of its life span an extra two months naturally brings down the unit cost per screening.

Jerry Fairbanks Productions must sell its "Paradise Island" television series in 44 markets before the producer can meet his filming nut. Series has been sold in 22 video markets to date. At this time there are only 35 city outlets in this country. Fairbanks rolled the entire 28-week series in Mexico using Mexican musicians and original tunes to circumvent James C. Petrillo's ruling on musical soundtrack for video pix. Outlets leasing the Fairbanks films have rights for one year and are allowed to run the series through at will. Pix run 15 minutes each.

New quarters of the William H. Weintraub & Co. agency, in the building being erected at 488 Madison avenue, opposite CBS' New York headquarters, will include a 100-seat theatre for TV auditions. The agency signed a \$750,000 lease for 10 years and will occupy the entire 17th floor. Other features include a kitchen, sound-conditioning and special lighting. The agency, at present occupying three floors at 30 Rockefeller Plaza, will move in Jan. 1, 1950.

Philly College Net Now **Includes 5 Stations**

Philadelphia, May 10.
Radio stations WHRC, of Haverford College, and WVIL, of Villanova College, has joined the Philadelphia Inquirer's Collegiate Network. Announcement was made by John B. Roberts, network coordinator and director of Temple Univ.'s Radio Workshop,
The collegiate net, which began

broadcasting Feb. 21, includes WXPN, Univ. of Pennsylvania; WRTI, Temple, and WSRN. Swarthmore College. Programs of WFIL are carried on the scholastic net daily from 12:30 to 3 p.m., and from 11 p.m. to 1 a.m.

WBKB's Spot Splurge

Chicago, May 10.
WBKB reported a two-week upsurge in commercial spot business with a total of 566 tele announcements spread among 15 sponsors. Benrus Watch, with 202 spots, led the parade, followed by Bulova Watch with 132 Watch with 132.
Stations execs point out WBKB's

Stations execs point out WBKB's heavy summer sport schedule as the reason for the new business.

Other heavy spot users are Mail Line Products, 56; Chrysler Airtemp, 40; Goodyear Tires, 24; Fruit Industries, 26; Johnston Candy, 20. Candy, 20.

Religioso Leaders to Meet Again in Chi for **Broadcast Workshop**

A Religious Radio Workshop, sponsored by the Protestant Radio Commission and the Federated Theological Faculty of the Univ. of Chicago, will be held again at Chi, Aug. 1-26. Leaders in religious radio from the U. S. and Canada will spend the month creating air shows, setting goals and policies for their broadcasts, and experimenting in the utilization of radio.

The workshop will also evaluate The workshop will also evaluate programs submitted by religious groups and will award citations in 11 classifications. Purpose of the workshop is to offer "a chance for religious leaders to work in groups and individually under expert leadership, to develop major policies and programs to make American religious broadersting effections. can religious broadcasting effec-tive."

GM's Shutter Contest

Chicago, May 10.
General Mills is sponsoring a camera contest for amateurs in a tiein with its Jack Armstrong program on ABC, Monday through Friday, running until August 11. Contest is nationwide, plus Hawaii.
Winners will get an all-expense trip to the World Series, \$200 in each and designation of Look Mag.

cash, and designation of Look Mag-agine junior photog.

Par Asks FCC to Note Divorcement Lifts Anti-Trust Taint From Its TV

May Have Airing in N.Y.

London, May 10.

Wilfred Pickles, whose "Have a Go" radio program tops the British popularity list, is sailing on the Queen Mary Jume 15 for a month in New York, Chicago and Los Angeles.

Visit is primarlly to study American broadcasting and video services, but Pickles hopes he'll be in-vited to do his "Have a Go" show in N. Y. If he does, he intends to bring back recording for broadcast here. He is taking over 10 records of his British show.

KTLA Sees Red Ink End Possible by Year's End

Hollywood, May 10.

Paramount television station, KTLA, has a good chance to break even on a monthly basis, before the end of this year, according to Klaus Landsberg, outlet head here. KTLA now has 14 program segments sold plus spot and participating spot commercials.

stegnients spot commercials.

Station has sold its "Hopalong Cassidy" pix to Central Chevrolet. Films are beamed each Friday. Chevrolet paid card rate for the time which will run close to \$5,000 for the 13-week series. Auto concern has options on following 13-week segments. Also sold is the weekly semi-final wrestling bout aired on Wednesdays. Dr. Ross Dog Food picked up tab on mat matches. In addition Rancho Soups sponsors the newsreel six days weekly. "Hofman Hayride," "Tricks or Treats," "Roving Camera," final wrestling match, and "Hopalong Cassidy" film on Sunday are also sponsored.

Station will telense during after-

Station will telense during after-noon on week-ends when there is a worthy special event being staged in the area, Landsberg said.

Pickles' British 'Go' Show Federal Communications Commission last week to recognize its di-vision into separate companies as removing any question of its eligi-hility to enter the television field because of anti-trust violation. The firm requested that its application nrm requested that its application for a station in Detroit be amended to show United Paramount Theatres, Inc., as the applicant, in place of United Detroit Theatres Corp. UPT, it said, will have an interest in only one video station, the Balaban & Katz outlet (WBKB) in Chicago. Chicago.

Chicago.

Par said its reorganization into separate companies for theatre holdings and picture production will give it a status free "from whatever inhibitions the Commission may have thought to exist by reason of prior anti-trust proceedings." However, it stated, regardless of what may be decided with regard to other companies, Paramount has settled its differences with the Goverment "and there can no longer be any basis for its disqualification, temporary or otherwise."

UPT, Par said, will own or con-

orderwise."

UPT. Par said, will own or control substantially all of the theatres in the U. S. now owned by Par and there will be no common stockholders, officers, directors or employees of UPT and the company which will be established to hold the production and distribution assets. The latter firm, it said, will also hold the Famous Players-Canadian theatre circuit and other foreign theatres, Par's interest in DuMont Television Labs., Paramount building in New York, and Par's video station (KTLA) and related facilities in Los Angeles.

Par emphasized that there will be "complete and absolute separation" of the two companies.

Chicago-WOAK was voted the Public Interest Award for 1948 by the National Safety Council. Award to FM outlet was for "exceptional service in accident prevention."

"listen here, boys,



HOLD IT!"

A client of ours said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we know it!

"Hold that latest, will you? Good day, you've already wiped out our \$250,000.00 inventory* of a household appliance in 8 weeks and the dealers are hollering all over the place."

To which WOR politely retorts: If radio can sell a product like that—and it can—it can sell a message, slogan, or idea, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can

Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to

. That's a fact' Ask us to prove it, if you wish.

the station-

heard by the most people

where the most people are

Television Reviews

perm turns, who wisitors Ru

turns, who show up to entertain the visitors.

Coby Ruskin, as Gobo, and Bud Palmer, as the magician, worked well on the debut, their efforts at not playing down to their audience paying off with the kids tossing away their natural shyrenss. More camera concentration on reactions of the on-stage youngsters would have added punch but sufficient attempts were made in that direction to indicate director James Jordan, Jr., has the right idea. (Jordan is son of Jim Jordan, radio's Fibber McGee). Circus theme, incidentally, provides a good tiein for various types of sponsors.

INSIDE WASHINGTON
With Jack Bachelder, emece; others
Producer-director: Charles Christiansen
30 Mins.; Wed. (27), 5 p.m.
Sustaining (8 Stations)
NBC-TW, from Washington
This half-hour offering was
NBC's attempt to demonstrate how

MEMO:

ment for the moppets. They may not get educated on "Circus" but they should have a lot of fun watching it. Format, judging from last Thursday's 55 preem, was a simple one. Group of klds are on hand to form the live audience for the clown's antics and the small fry at home, through association, should be worked amount amost as well into the spirit. Clown and his magician friend, supposedly the owners of a traveling circus, take the klds on a behind-scenes party to punch up the circus atmosphere. Format permits the inclusion of the guest turns, who show up to entertain the visitors.

Coby Ruskin, as Gobo and Rud

helped pitch the show directly at the teenagers looking in and the the teenagers looking in and the Senate pageboy, in addition to being the most personable on the program, did a neat job of showing how a bill went through the various stages of Congress until it reached the White House. Cameras went next to Ross's office for his short interview by emcee Jack Bachelder and then cut to the Supreme Court pages, who staged a mock trial to demonstrate the workings of the judges. Klds performed ably under Bachelder's questioning and adult viewers too might have gained some pointers on their Government.

One of the few questions that

One of the few questions that must be solved for shows of this must be solved for shows of this type is their time slotting. Teenagers cooped up in school all day can be expected to want straight entertainment on their pre-dinner video, so that the total audience reached is difficult to figure. If such a program could be piped directly into the schoolrooms,

perhaps to be made a standard part of the regular curriculum, it could be of great value both to teachers and pupils alike. Stal.

ROBERTA QUINLAN
With Harry Clark Trio, Bob Stanton, guest Ziggy Lane
Producer: Roger Mulr
Director: Doug Rogers
15 Mins., Tues. Thurs., 7:30 p.m.
MOHAWK CARPETS
NBC, from New York
(George R. Nelson)
Roberta Quinlan, alternating with Morton Downey two nights weekly on behalf of Mohawk carpets, is a seasoned tele performer with considerable experience in England as well as on sundry NBC shows. She's a personable, photogenic chirp with a pleasing demeanor and good projection. Surrounding Miss Quinlan is a competent musical erew and a guest performer. Latter helps the format achieve an occasional change of pace.

The show depends chiefly on Miss Quinlan's observed.

of picture and provides a change of pace.

The show depends chiefly on Miss Quinlan's charm, which is considerable. Aithough vocal equipment is good and her piano accomps provide a full-bodied background, tune selection on show caught might have been better. Ziggy Lane, gualting on this show, did one tune in a sprightly manner, and Bob Stanton's Muhawk pitches were easy and sans pressure.

Jose.

WESLEY
With Donald Devlin, Frank
Thomas, Sr., Mona Thomas, Joy
Reese, Jack Ayers, Billy Nevard,
Joe Sweeney
Producer: Worthington Miner
Director: Frank Schaffner
Writer: Samuel Taylor
Sets: Richard Rychtarik
30 Mins; Sun, 7:30 p.m.
Swelpling (4 Stations)
CBS-TV, from N. Y.
"Westey" marks television's attempt to hit upon a good situation
comedy format and comes close to
the mark. Scripted by Samuel
Taylor, who co-authored the
Broadway legiter, "What a Life,"
from which radio's "Aldrich Family" was adapted, the TV show resembles "Aldrich" in format. As
such, judging from the preen (8),
sit's a leisurely-paced tale about the
average American middle-class
family, revolving about the antics
of the 12-year-old son. It will
probably draw the same type audience that tunes into "Aldrich" on
radio.
Taylor's initial script was slight-

of the 12-year-old son. It will probably draw the same type audience that tunes into "Aldrich" on radio.

Taylor's initial script was slightly contrived, telling of Wesley's stempts to get out from under his first violin lesson, which conflicted with a neighborhood baseball game he was to pitch. Story served well, however, to set the pace for subscquent programs and to introduce the fairly large cast. And, as for the contrived script, the workings of a 12-year-old's mind in lining up ways to avoid a music lesson might be expected to be involved.

Standout aspect of the debut was the ace production handed the show by Worthington Miner. reflecting the touch he has already established on such CBS-TV programs as "Studio One" and "Goldbergs." Cast was good. Donald Devin, in the title role, suffered from faulty pronunciation at times but thesped capably. Frank Thomas, Sr., and Mona Thomas (Mr. and Mrs. in real life), were okay parents. Joy Reese, as the teenage slster; Jack Ayers, as hersuitor: Billy Nevard, as Wesley's sidekick, and Joe Sweeney, as the trandfather, fit their roles well. Director Frank Schaffner took full advantage of Richard Wychtarik's excellent set of the family homesetead, maneuvering his cameras through the rooms with hardly a hitch. One piece of integrated film, on the baseball game, was n.s.g.

ON THE TWO-A-DAY
With Jackie Gleason, Pat Harrington, Elaine Stritch, Karne Tedder, Elm City Four, Harry Sosnik's Orch
Director: Vie McLeod
Writer: Vince Curran
30 Mins.; Mon. (9), 8:30 p.m.
Sustaining (7 stations)
NBC-TV, from N.

If films killed vaudeville, the latter got even on another type of screen Monday (9) evening when NBC television staged a one-time experiment with a show titled "On the Two-A-Day." With Jackie Gleason, comic from "Along Fifth Avenue," legit musical; Pat Harrington, Karen Tedder and Elaine Stritch, in the leads, the tryout broadcast was enough to make many a video dialer swear off for a while.

It wasn't a lack of talent. If wasn't a lack of talent. It

a while.

It wasn't a lack of talent. It was a lack of ideas and script over which the show stumbled. Basically, the thought of reincarnating vande's trials and troubles has merit, but the construction in this particular instance was nowhere and the script was in the same category. Gleason and Harrington.

two competent comics, wrestled with it for 30 full minutes and couldn't get out of their own end zone. The best writing could not begin to entertainingly align the off-fabled troubles yesteryear's vaude turns went through, in 30 minutes. And that's what this tried to do: it's quite possible a very enjoyable serial type of program could be evolved from the idea, however.

idea, however.

Karen Tedder, vocalist with Red Ingle's Natural Seven, and Elaine Stritch, a radio and TV actress, played the parts of a femme dance turn, the girl friends of the comic pair. Miss Tedder made a very good impression; her work was natural and unaffected. Miss Stritch contributed a good job, too. Elm City Four, barbershop quartet, got into the act in a barroom scene.

Harry Sosnik's orchestra ably aped the vaude pit music of yesterycar.

HOLD IT, PLEASE
With Gil Fates, emcee: Bill McGraw, Mort Marshall, Cloris
Leachman, Max Showalter,
Evelyn Ward
Director: Frances Buss
30 Mins.; Sun., 7 p.m.
Sustaining (4 stations)
CBS-TV, from N. Y.

"Hold It, Please" is CBS-TV's
new version of the telephone quiz,
complete with a jackpot question
and a "mystery" twist. As entertainment, it falls far short of the
target, but, with the public apparently still avid for giveaways, it
can be expected to draw its share
of the Sunday night audience. Halfhour show (together with "Wesley." which follows it), is the new
CBS-TV house package replacing
"Studio One." moving this week
into the Wednesday night 10 to 11
slot.
Format of the quizzer, as estab-

Studio One. moving this week into the Wednesday night 10 to 11 slot.

Format of the quizzer, as established on the preem (8), was difficult to follow and was made even more so by the straying explanation of emcee Gil Fates, who apparently was never quite certain himself as to how the questions should be handled. By the end of the program, it was more clear that home viewers contacted by phone won a prize if they could guess the answer and then could take a crack at the jackpot by identifying the portrait of a celeb. Portrait, at the start of the show, was covered by a disk from which pieces were removed one at a time to reveal more of the face. Since no one cracked the solution on the preem, it should be easier for contestants next week.

Questions were sufficiently mixed and Cloris Leachman thesped the charades and Max Showalter handled the musical sticklers okay. Fates overdid his attempts for informality. If he tightened up his remarks, the program might achieve the necessary tightness. Description of, the prizes, handled by a gal at the switchboard, naturally included the manufacture's name but were kept within the bounds of good taste. Stal.

75th KENTUCKY DERBY With Joe Palmer; Bernie Bracher, announcer Producers: Jack Boyle, Richard Jackson

Producers: Jack Boyle, Richard Jackson
Director: Walter K. Witherbee 45 Mins., Sat. (7) 6 p.m.
GILLETTE.
WAVE-TV. Louisville
Country's top sporting event, the Kentucky Derby, has come a long way since that first race in 1875 by Aristides. Saturday's premier racing classic was televised for the first time, and WAVE-TV, directors and camera crew, did a topnotch job for the estimated 140,000 viewers in the Louisville area. Station made spot checks, and results of the surveys indicate that about that number was gathered around

tion made spot checks, and results of the surveys indicate that about that number was gathered around receivers in public places, homes, taverns, libraries, department stores, and in store windows.

Telccast hit the receivers at 4 p.m. (CST) 6 o'clock in the East) with a color description of the crowd, infield, and prellminaries to the big race, by Bernie Bracher, WAVE-TV sports man. Cameras handled by Robert Roth and Norman Preston, mounted atop the press box at Churchill Downs, scanned the mammoth plant, and gathered in the lens much colored material from the huge Derby Day crowd, perhaps one of the most uninhibited of any gathering of sports fans to be found anywhere. Bernie Bracher gave a clear running comment on the entries, and dope on each horse, as they came on the track. Cameras also caught "My Old Kentucky Home," which was given a false start by operators of the p.a. system, and "The National Anthem."

more comprehensive picture of the horses than many of those who were part of the 100,000 crowd. Horses pass the grandstand twice in the mile-and-a-quarter race, and the thundering hoofs made a dramatic impact on the TV audience.

Joe Palmer gave a dramatic and clear calling of the race. With the aid of the Zoomar lens, it was made possible to get fast closeups, and even when the horses were bunched on the far side of the mile oval, nags and riders were distinguishable with fine clearness.

Camera caught horses as they were returning to the front of the grandstand to be unsaddled by their grooms. Effective coverage was given the tote board, where the viewer at home could see the changing odds. After race ceremonies, shots of Steve Brooks, whening jockey and Ponder in the winner's circle, speeches by Matt Winn. Gov. Clements, trainer Ben Jones, and a brief acknowledgement by Brooks, also made colorful camera fodder.

Telecast came off in tip togashion, and WAVE-TV program

ful camera todger.

Telecast came off in tip top fashion, and WAVE-TV program and technical crew should rate praise for their stick handling of this top sport event. this top sport event

BON VOYAGE
With Ibo Meucci, Dennis Wright,
William Boyden, Phyllys Barclay; John Weigel, emcee
Writer-Producer: Alan Fishbura
Director: Greg Garrison
30 Mins., Sun, 8:30 p.m.
Sustaining
ABC-TV, from Chicago
This is a geographical quizzer,
wherein emcee John Weigel uses
stills and rhyming clues with two
pre-selected teams. Participants
try to place sites and locations in
an "Information Please" atmosphere.

an "Information Please" atmosphere.

In this case, teams were composed of an interior decorator and the British consul on one side, and a lawyer and historian on the other. Prizes were given to the team with the higher score.

**Production-wise, show moved a little too fast for the average televiewer. Conversation was ad lih, and not directed at camera often enough. This was especially true of participants, since Weigel does a good job of keeping the audlence with the show.

This will make a good average attraction for an average Sunday p.m. home circle, if the cameras spend more time on medium shot taking in the whole panel of guests. Too much jumping around of lens on closeups gives jarring note to an otherwise sound educational program.

Houston—A nightly television show is available to patrons of the Fulton theatre, an Interstate nabe house here, in a tiein made with Edmonson's Inc., an appliance firm and Billy Hemphill, manager of the Fulton. The appliance firm is next door to the house.

Esquire Salutes "The Greatest of All Cafe Singers" . . .

TOMMY LYMAN

Now LESLIE HOUSE **NEW YORK**

> See Story by Jimmy Cannon in June Esquire

> > IN '49

To: Harold L. McClinton Bill Lewis

Subject: The Short Show in TV.

Joe Brattain Roger Pryor Lloyd O. Coulter Arthur Pryor Walter Craig

Helen Lee Wilson M. Tuttle Winslow Case Myron Kirk Pat Weaver

For \$780 a week, including time charges, talent, builtin commercial and commissions, you can telecast our Production No. 3

> in Chicago, Detroit, St. Louis, Louisville Indianapolis and Memphis

(for \$60 less) in Boston, New Haven, Wilmington, Baltimore, Washington and Richmond,

This will be interesting news for that big-budget client who wants to run a low-budget test, for the one with spotty distribution, and for the low-budget man with the telegenic product.

Production No. 3 is a five-minute film package, made especially for TV.

Call us at MU-9-1594. We'll be in all day.

.

INTERCITY TELEVISION DISTRIBUTORS

15 Central Park West, New York, N. Y.

Inside Stuff—Radio

Repeating his win position in last year's survey, Walter Winchell placed first in the news commentator bracket with a rating of 25.7 in C. E. Hooper's third annual "Hooperade of Stars." Annual report, based on the average of program ratings between November, 1948, and April, 1949, places first, second and third place winners in 17 program

categories.

Winners in the other categories were: "Radio Theatre." in plays; Jack Benny, variety (displacing Fibber McGee & Molly); "My Friend Irma." evening dramatic skits; "Stop the Music," audience participation; "Mr. District Attorney," mystery: Bing Crosby, male singer; "Your Bit Parade." evening popular music; Margaret Whiting, female singer; Edward R. Murrow, news reporter; "Telephone Hour," concert music; "Lone Ranger," children's program; "Ma Perkins," weekday serial; "Grand Central Station," daytime skits; Arthur Godfrey, weekday variety; Bill Stern, sports; and "Grand Slam," weekday and participation.

WNYC, New York's municipal station, is getting applicants for two positions on the staff by plugging the fact on its own air time. The posts, assistant program director at \$4.450 (plus \$660 cost-of-living peus, assistant program director at \$4.450 (plus \$660 cost-of-living adjustment) and radio operations assistant at \$2.100, will be filled after the Municipal Civil Service Commission holds an exam. The commission will accept applications at 96 Duane street, N. Y. until 4 p.m. May 18.

Barbecue aprons tagged "199 smart advertisers are cooking on WOR" being distributed by the New York MBS outlet to 1.500 time buyers and potential sponsors. Names of present bankrollers are stamped on the apron, which is suitable for spring and summer pic-

ABC is plunking down \$100,000 for a series of columns on daytime radio in women's magazines. The ads, set in editorial style and signed by "Joan Lansing," a house name, contain no reference to ABC. Oberfelder, the web's ad-promotion director, feels that women readers will be able to find the shows plugged after a little dial twisting.

The mags used, published by Dell. Fawcett and Macfadden, have a combined circulation of 11,500,000. Campaign starts in July issues.

15-minute dramatic series highlighting benefits of social security has been transcribed by the Social Security agency and will be offered cuffo to all stations on request. The 13-part program was narrated by Edwin C. Hill, ABC commentator, and features Dean Jagger and Fred Uttal. It was written and produced by Jack Byrne. ABC, a sub-contractor, recorded the series for Allied Record Manu-facturing Co. of Hollywood.

French and American broadcasters are cooperating to promote the American Legion's annual Poppy Drive. Maurice Chevalier, star of MBS' "This Is Paris," selected a 20-year-old Flanders girl as the first poppy Queen to the flown to the U. S. for appearances on Ed Sullivan's "Toast of the Town" (CBS-TV) and the "We, the People" simulcast (CBS). She'll also be heard on "This is Paris" and will broadcast her views on the U. S. to France via Radiodiffusion Francaise.

Plans for the Poppy Queen, who aided American alrmen during the war, include interviews with Mayor O'Dwyer and President Truman, a visit to the Indianapolis Speedway and participation in the Gold Star Mothers ceremonles at the Statue of Liberty.

WTVN's 633-Ft. Tower

Edward Lamb, Toledo attorney and radio station operator;, has signed a long-term lease for the signed a long-term lease for the roof of the LeVeque-Lincoln Tower, Columbus, for the installation of tower and antenna to be used by his Columbus television station, WTVN, which will operate on channel 6. The building is 560 feet high and the tower will rise 633 feet above the street level, to become one of the highest telecasting points in the midwest.

TV station tees off Labor Day.

ABC Streamlines Its TV Rate Card

The growing trend toward streamlined rate cards and more liberal frequency discounts to advertisers is seen in ABC-TV's new price schedule, which goes into effect Sunday (15). It provides the same rate of discount for all time classifications, day or night, an annual rebate of 12½°c (5°7 more than the present rate) and permits sponsors to combine Class A. B and C time to earn discounts.

Sponsors whose weekly shows total 60 minutes will pay 100°c of the hourly rate: 45 minutes, 80°c; 30 minutes, 60°c, and 15 minutes, 40°c. Class A time applies Monday-Friday, 6-10:30 p. m., and Saturday and Sunday. 12 noon to 10:30 p. m. Class B tates, computed at 75°c of the A rate, apply Monday-Friday, 5-6 p. m., and dally, 10:30-11 p. m. Remainder of sked is designated Class C and costs 60°c of the evening rate.

New TV card bills a Class A hour, on the complete 35-station net, at \$10:420, an average of \$318.50 per station. The old card called for \$6,370 for 20 stations, an average of \$527.71 per station—7% less than the current figure.

Industry Cheers AVCO Repeal Plan, But Nixes 'Meddlesome' Alternate

TV Bids for Hildegarde

May K.O. Paris Concerts

Television bids, plus a three-week lotel Shamrock, Houston, date at a fancy figure caround \$9.000 a week), and commitments in Cleveland and Pittsburgh, are setting back Hildegarde's European trek until August. Her manager, Anna Sosenko, has some Continental concert engagements set in Paris (taking over the Marignx for one series), and elsewhiere, hut current TV negotiations may, even snafu that. Aliss Sosenko was to have sailed on an exploratory trip two weeks ago, to set up the intended earlier concert engagements in Europe in early July, but had to cancel.

Chanteuse, currently at the lotel Plaza's Persian Room, N. Y. opens at the Shamrock May 23 It's her first Texas booking.

Chi Tele Council Elects

The Alish May 10.

George A. Gagan, May 10.

George A. Gagan, managing editor and columnist of the Lowell Sunday Telegram, debuted last week of the radio industry. In the rescellation on the proposal to require public anticipation of the action of the formation of the lowell and the reduce of the manager of

called for \$6,370 for 20 stations, an average of \$297.71 per station—7% less than the current figure.

Greensboro, N. C.—WBT. Charlotte, announced it would begin television transmissions within 60 to 90 days, for the first video transmission in the Carolinas.

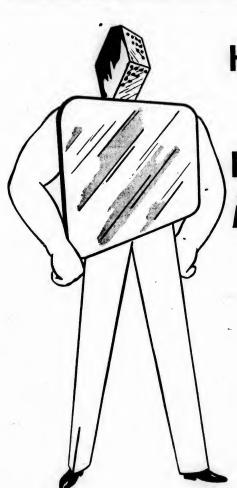
Jagan's Hub Bow

Boston, May 10.

George A. Gagan, managing editor and columnist of the Lowell Sunday Telegram, debuted last week as news reporter and commentator of a new WLAW daily aircrealled "Top O' the Morning," the 15-minute slot is on Monday through Saturday at 7:15.

Gagan has been on the Telegram for 16 years.

Federal Communications



How old is TV in Buffalo? ONE YEAR! **How Big is TV in Buffalo?**

it's a GIANT!

Yes—a giant from all angles. Advertisers? 201 local and national firms have used WBEN-TV. Sets? 22,368 are operating in the Buffalo area. Networks? NBC Basic, plus choice shows from ABC, Du Mont and CBS. Local Programs? 26 Buffalo-built shows each week, covering mystery, musical variety, Barn Dance, quizzes, Buffalo News-Reel, personalities, homemaking, talent search,

news, all major sports. Time is available. Programs are ready. See your nearest Petry office. Wise advertisers are consistently using Buffalo's pioneer television station. There's room for more on Channel Four.

NBC BASIC — CHANNEL 4

Jewish Group

sibility

Dodging the Issue

Grounds listed in opposition to the plans were:

- 1. It doesn't provide assurance that Richards will surrender his in-fluence over the policies of the stations.
- 2. Even if the plan "effectively and completely" relinquishes control, the proposed delegation of authority is nevertheless improper and should be disapproved.
- 3 If the plan is treated as a transfer of control rather than a delegation of authority, it doesn't meet Commission standards for such transfers.
- 4. In any case, the issues in the Richards case should be first decided before passing on the proposed transfer.

posed transfer.

Taking up the objections in detail, the petition declared that "regardless of any theoretical abandonment of control," Richards would have the power to tell the trustees whether they could carry out any future plans especially if additional funds are required. "Richards will still hold the purse strings," it declared. The plan does not completely remove him from management, it added, and is only "an attempt to provide a ily "an attempt to provide a ctable front for a discredited onli

operation."

Citing decisions stating that the responsibility of a licensee for all program service may not be delegated, the petition asked whom the Commission would hold responsible under the proposed transfer for station operations. And suppose the abuses continued under the trustees. The organizations asked whether the Commission would then revoke Richards license because of the trustees action. "If Richards is giving up control of the stations," the petition asserted, "he should give up the stations." should give up the stations.

Reviewing the background to the Richards case, the petition declared that the Commission has sworn statements from former employees of KMPC, L. A., that Richards gave instructions to "keep hammering away at the Jews" by suggesting tieups with Communism, crime, and other disreputable activities. It stated also that he directed that stories portraying Jews unfavorably should be highdirected that stories portraying Jews unfavorably should be high-lighted at the outset of news pro-

Richards' subsequent denial that he was prejudiced against Jews the petition said, is refuted by documentary evidence in FCC files



Mgt.: LOU CLAYTON

It he would not, the plan should be rejected because it is an improper divestment of the licensee's responsibility.

and by his own admission to the Commission that "he has in the past issued instructions... which could have resulted in slanting of the pasts".

Radio Gaining

Continued from page 23

ous forecasts about radio which were made 25 years ago. Selling TV Too Cheaply Comdr. Mortimer J. Loewi, Du-

Condr. Mortimer J. Loewi, Du-Mont Network director, spoke on television and he didn't have to de-fend it. He treated it as an un-debatable medium. Loewi, how-ever, did warn that "we are selling devations ever, did warn that "we are seminatelevision too cheaply by conditioning the public's mind to accept television as an entertainment medium."

medium."

Most practical of the general sessions came Saturday night when Erik Barnouw, Radio Writers Guild topper, related the background of the VD radio campalgn sponsored by the U. S. Public Health Service, Barnouw told how the idea was born and grew and how it was tested with the hour-long ABC documentary, "VD—The Conspiracy of Silence."

Another highlight session was a

Another highlight session was Another highlight session was a discussion on television and education, designed to aid schools and universities who are wondering what their institutions should do about television. Big question mark was: should colleges apply for and build their own TV stations?

Prof. Carl H. Menzer, director Prof. Carl H. Menzer, director of radio broadcasting for the Iowa State U., outlined the plans his university has for its own TV outlet, for which it has filed with the FCC, and claimed that "in order to do the job right, education must own and operate its own stations."

Audience was staggered by costs involved in a college's building its own television station—\$300,000 for the initial station facilities, Menzer estimated, and a \$50,000 minimum for the first year's op-

eration.

Other practical ways for educators to use television actively were brought forward by Robert Wagner. OSU director of motion picture production. ("Develop TV films for TV use"): Elizabeth Marshall. WBEZ. Chicago ("Take live programs to commercial stations"); and Kenneth G. Bartlett, director of the radio center, Syracuse U. cuse

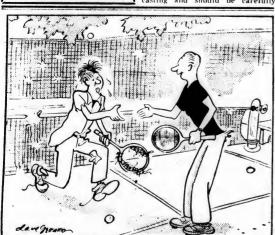
Bartlett's "Syracuse Plan" came partierts Syracuse Fan Came in for much favorable comment. The Bartlett idea, which Syracuse hopes to put into effect shortly, calls for the TV-minded university to build its own television studio, linked by cable to one or more commercial TV stations.

TV To Dominate

Continued from page 23 = vertisers' dollars; it will be sec-

ondary to television,

"Five years from now, when AM broadcasting feels the heavy impact of television, the financial re turns will undoubtedly be considerably less. These risks should be very carefully weighed by anyone contemplating entering AM broadcasting and should be carefully



"I trained on Wheaties, Al."

weighed by AM broadcasters planning their future."
Coy said the "skyrocket progress" of television during the last two years will be "progressively accelerated." He concurred in the estimates of the manufacturers that

estimates of the manufacturers that within five years between 40 and 50% of American homes will have TV receivers.

The FCC chairman was bullish on FM's future, said that it will continue to grow and that he did not think it "need be squeezed out" by television.

"If this nation will continue to group and the square country and provide and provide and the square square country and the square country

require sound radio service (and I think it will) then there will be a demand for the best kind of sound service available." Coy de-clared. "That best is FM."

clared. "That best is FM."

On facsinile's future Coy was not so hearty. He called the "pronise of an electronic newspaper an intriguing one." applayded the continued work on development of the medium medium but ended by saying "much more experience is appar-ently needed before we estimate the future of the art of radio

Coy listed four bottlenecks which would be eliminated to speed television's growth during the next five years. These are: 1. The FCC freeze on granting of new construction permits,

2. The limitation of the present 12 channels in the VHF band. Scarcity of networking facili-

ties.
4. The huge cost of station construction and operation.

Settlement Seen In IBEW Strike Vs. Yankee Web

Boston, May 10. Terms and conditions of arbitration by which the strike of IBEW engineers against the Yankee Network may be settled will be submitted to the union tomorrow (Wed.). Terms call for a return to work of the engineers pending settlement by arbitration.

Walkout of IBEW members at Yankee stations Tuesday (3) at 6 p.m. resulted in 21 stations of Mutual going off the air for 17 minutes. WNAC's signal nixed for 58, and WONS. Hartford, off for 55 minutes. The strike is still on, with tomorrow's meeting to determine Terms and conditions of arbitra

minutes. The strike is still on, with tomorrow's meeting to determine length of the walkout and agreements, if any. The MBS stations are back on the air, but picketing continues.

Walkout came when network and union could not come to an agreement on renewing contract which ran out May 1. With basic rate ranging from \$54 to \$90 for various stations, IBEW demanded a wage tilt. Station countered with a 20° cut for all stations outside Hub. While there would be no wage cut at WNAC, station proposed iopping 17 engineers off proposed lopping 17 engineers off its payroll temporarily. Linus Travers, Yankee general manager, claimed such reduction was necessary at this time, stating that those laid off would be rehired and with expanding video plans of WNAC-TV many more engineers would be

TV many more engineers would be necessary.

Newscasters, who are members of the Boston Editorial Assn., walked off in sympathy at the end of their night's stint and AFRA announcers were forbidden by their local to cross picket line, although their contract has months to run before negotiations. Their action was taken after a night-long to run before negotiations. Their action was taken after a night-long meeting in which they decided their principle was at stake and so notified the management who assured them that their contract was still in effect and would not be disturbed by refusal to cross picket line. AFRA members are out in all cities except Worcester. Executives of the chain, leaded by Travers, and Thomas F. O'Neil, director of General Tire and Rubber, owners of the chain, have

ber, owners of the chain, have been meeting with Russel D. Lighty and State Labor Commis-sioner John J. Delmonte in at-tempts to straighten out the situ-ation.

Wm. Mullen to Wm. Morris

CBS-TV sales account execu-to join the William Morris tey radio and TV dept. under

agency radio and TV dept. under Wally Jordan.

Mullen has been with CBS since 1947 and prior to that was with Lennen & Mitchell.

Hooper, Nielsen

share of the TV audience aione. Thus, he said, the measurements will be directly comparable to radio and it will be possible to study trends in the relationship between the two media.

the two media.

Ratings are to be taken in 31 of the 35 present TV market areas, with only New Haven, Dayton, Albuquerque and Erie excluded. Reports on individual programs are to be based only on those cities which air the program and they will show the number of such cities. They are to be weighted to reflect the number of radio homes in the 50-mile area of each city transmitting. Hooper plans to cover both sponsored and sustaining shows, so the sustainers may get places in the monthly top 10.

Hooper, in attempting to take

Hooper, in attempting to take into consideration all factors that may affect a show's rating, will pay particular attention to its method of transmission. Until some nation-wide method of networking is wide method of networking is opened up, he pointed out, many shows will be forced to rely on kinescope recordings for transmiskinescope recordings for transmission in certain cities. Because of the kine broadcasts, there is no guarantee that a program will have the same time period tiroughout the country or that it will have the same opposition or the same programs immediately preceding and following. All those points. Hooper said, will be reflected in the ratings.

Resides the network retires the

Besides the network ratings, the monthly reports also are to list the local ratings for N. Y.; Chicago, Los Angeles, Philadelphia and Washington which, because of their set circulation, are believed to be the five most important TV cities at this time.

> BBD & O Continued from page 26 =

AM shows, with the most frequently mentioned figure being about 50% more. However, it was pointed out that use of films, news-

casts and audience participationers will cut production nuts. A majority of those interviewed said that despite higher costs bankrollers would use TV on a weekly rather than a fortnightly or monthly basis. Advertisers, it was emphasized, find frequency an important element in campaigns and in order to maintain the desired frequency shorter programs may be seed.

use Most executives quizzed said that sponsors will use both AM and TV.
"Advertisers who are selling low-unit-cost, fast-turnover, big-market products and who now use all mass media will undoubtedly continue to do so," one Industry leader said. do so," one industry leader said.
"Certainly no package goods advertisers will abandon radio until
they have proved to themselves
that it can no longer pay for itself." Another added, "Radio may
be needed to reach areas that tele does not, and to reach people at times when TV is not as effective."

NBC Axings

Continued from page 23

additional slicing is in the immediate offing.

Next in line for cuts is the AM

mediate offing.

Next in line for cuts is the AM engineering staff. The 32 dismissed thus far, with severance pay, were mostly in press, guest relations and program departments.

In addition, six to eight more radio personnel with longtime service will be transferred to other departments, pushing newcomerx off those staffs.

Among those released was Thomas Compere, altorney for the central division. I. E. "Chick" Showerman NBC cen. div. veepee, indicated that changes may also be made in the Agriculture Dept.

William Drips, national NBC farm secretary with a staff of two, may shift his midwest farm activities to New York.

Showerman's expected exit for NY bettle leaves the server.

meeting with a state Labor Commissioner John J. Delmonte in atmitted to the situation.

I Delmonte in atmitted to the situation of the situati manager.
Trade taik here has Showerman

moving to head up a new post of veepee in charge of television sales under NBC administrative veepee, Harry C. Kopf.

Network Closer in Mpls... Des Moines Area Due To 225-Mile Coaxial Cable

Minneapolis, May 10. New 225-mile coaxial cable b tween Minneapolis and Des Moines has brought network television one step nearer here. Cable was put into service by Northwestern Bell Telephone Co., which joined with long lines division of AT&T in building it at cost of \$11,500,000, Link includes six coaxial tubes and number of wire conductors. One pair of tubes will be used for telephone, one for television and third

phone, one for television and third for reserve.

Gap still remains between Des Moiffes and Chicago, but work is going forward on microwave relay stations expected to complete circuit by 1950. Meanwhile coaxial telephone service connects at Des Moines with transcontinental cables replacing Diesent overhead Moines with transcontinental ca-bles, replacing present overhead links: Branch cables extend to Rochester. Mankato. Austin. Albert Lea, Faribault and Northfield in Minnesota and Waterloo and Fort Dodge, Ia., making these also net-work TV possibilities. There remains another possible coaxial link between Minneapolis and the east. First cable for com-mercial use in U. S. was installed between Minneapolis and Stevens Point, Wis., and continuation into Chicago would give this point an alternate network route.

Kobak = Continued from page 23 ==

folks' home for ex-FCC commissioners, ex-network executives and ex-station owners." (Clifford Durr, former FCC commissioner, was in the audience.)

the audience.)

Kobak said that he was "taking Kobak said that he was taking the institute apart" in a constructive spirit, to put it together again on a higher level. He said that many who attend "don't give enough, but instead try to sell their own ideas. We are all too sensitive to criticism." ideas. W

General reaction to the coniab General reaction to the coniab was that it was better than the '48 edition, but still inadequate. Delegates criticized the fact that there were too many honorable mentions, which obscure the chief awards. Others scored the meet's timing, which follows "too closely on the heeis of the NAB convention."

Kobak's suggestion for a change in locale was applauded by many who found the physical layout poor, acustics bad and hotels poor, acustics bad and holels crowded. There was criticism too of "overall dullness," lack of con-troversy and long speeches. The small clinics, on the other hand, were lauded for getting down to practical matters. Singled out for particular kudos were the work sessions on educational stations and programming indie stations and regional nets.

"INTRIGUING. EVOKED A VAST AMOUNT OF MERRIMENT.



CBS, Mon. thru Fri. 2:45-3 P.M.



With JOHN K. M. McCAFFERY Written and Directed
ADDISON SMITH

BEAUTIFUL English fieldstone. Studie living room (20' x 30'), ultre dern kitchen, dining room, 3 bedrooms, 2 baths on 1st level. 2 malds' rooms, bath, library, 2nd level. 2-car heated garage. 1 acre choice land nicely planted. V_2 mile to beach club. 5 minutes to trains. \$48,000.00.

C. E. HORBIE 174 Post Road, Darien, Conn. Phone—Darien 5-1459

Office Space for Rent RADIO CITY VICINITY

Designable 1- and 2 room offices with telephone anatchboard service, on 4th floor ARREY HOYEL. 151 W. Stat St. Phone: Circle 5-2409

H'wood a TV Whistlestop Unless Coast Videoites

Hollywood, May 10.

Harry Lubcke, prexy of the Academy of Television Arts and Sciences, has warned telecasters here that Hollywood will be just a whistle stop at the end of the coaxial cable unless everyone pitches in to make it the television capital of the world.

Lubcke warned that the town won't even become the film capital of the tele universe if there are any slackers. Film producing firms are now springing up in many of the teevee cities and are getting a substantial hold, Lubcke said. Lubcke informed the group that television has the skill from a "great forerunner—the motion picture industry."

NBC.
What disposition will be made
of other fights to be staged by International both at the Garden and
in other arenas, and whether Gillette will continue as sole sponsor
of the bouts, remain to be determined.

Warners

Unless Coast Videoites

Pitch in, Lubcke Warns

Hollywood, May 10.

Harry Lubcke, prexy of the Academy of Television Arts and Sciences, has warned telecasters here that Hollywood will be just in to make it the television capital of the world.

Lubcke warned that the town won't even become the film capital of the tele universe if there are any slackers. Film producing firms are now springing up in many of the teevee cities and are getting a substantial hold, Lubcke aid. Lubcke informed the group that television has the skill from a "great forerunner—the motion picture industry."

There is no need to wait for the coax to get started here, according to Lubcke, who related that kine cope is much cheaper and will more than likely be used even after the cable is in from coast to coast. The big three nets, Lubcke said, are readying kinescope shows to originate from here now.

CBS-T of C

Continued from page 25

mational Boxing Club, headed up by Joe Louls, James D. Norris and Arthur M. Wirtz, Jacobs, according to Garden prexy Gen. John Reed Klipatrick, is to remain on, probably in an advisory capacity, NBC, meanwhile, is expected to televise the upcoming Ezzard Charles-Jersey Joe Walcott fight to be staged by International in Chicago. NBC veepee Sidney Sirotz helped put Wirtz into the Chi auditorium and his close association with the promoter, it is believed, will sawing that fight to NBC.

What disposition will be made of other fights to be staged by International both at the Garden and nother arenas, and whether Gly in the country of the country of the country of the Thackrey holdings by which KLAC would be sold to televise the upcoming ezzard than different promoter, it is believed, will sawing that fight to the Chi auditorium and his close association with the promoter, it is believed, will sawing that fight to the Chi auditorium and his close association with the promoter, it is believed, will sawing that fight to the Chi auditorium and his close association with the promoter, it is believed, will sawing that fig

Atlanta—Bill Lowery, program director of WQX1, Atlanta indie, has resigned and joined announcing staff of WGST, Mutual outlet here, Bob Corley has taken over Lowery's duties at WQXI and Art Selley, of WBAC, Cleveland, has joined staff as combo salesman and spieler. Both WQXI and WBAC are members of Rounsaville chain, which has hq in Buckhead, Atlanta suburb.

TV Draws 'Em

Minneapolis, May 10.
Minneapolis American Assn.
baseball games are televised;
St. Paul's aren't. Yet, despite
the fact that St. Paul was undefeated after 12 games and
in first place in the league
standings. Minneapolis has
been outdrawing St. Paul at
the gate.
Of course, Minneapolis is
the larger city of the two but

the gate.

Of course, Minneapolis is the larger city of the two, but St. Paul, the adjacent twin, has been the better baseball town during the past several years when it had the superior team.

Pressure Continued from page 25

each member of the Commission. It is understood the plan was worked out after consultation with top engineers in government and industry. Two members of the law firm which sponsored it were former FCC'ers. Vernon Wilkinson was assistant general counsel a few years ago.

York was originally allocated Channel No. 1, but was left without video assignments when the channel was removed from the commercial band, WNOW later applied for Channel No. 8, which

Philly TV Censorship

Leading the fight in the suit's opening session yesterday 'Mon.) was ABC veepee and general counsel Joseph McDonald, who testified that submission of all films to the Pannsylvania general would then Pennsylvania censors would throw the entire video program system out of whack.

the entire video program System out of whack.

McDonald was one of a group of industry reps who have linked forces to challenge the right of the censor board to approve films used by stations inside the state. He appeared on behalf of WFIL-TV. ABC outlet here. Other plaintiffs are DuMont's WDTV. Pittsburgh: Philco's WPTZ. Philly; WCAU-TV. Philly and WGAL-TV, Lancaster. Suit, which is expected to have farreaching implications for the entire industry, is based on a petition for a declaratory judgment filed by Earl G. Harrison, counsel for five plaintiffs, to invalidate the censor board's Jan. 24 ruling, which avers all TV films must have the board's approval.

The Pennsylvania Censor Board

The Pennsylvania Censor Board

applied for Channel No. 8, which the Commission proposed to assign on a community basis to replace Channel 1. Its application is frozen.

However, said WNOW, its primary reason for submitting its proposal was not to support its application, but out of concern that UHF will be opened to use on a full scale. Such a step, it believes, will hurt rather than help television.

It listed among "self-evident principles" which should be considered in any approach to the allocation problem that there is no present demand or need for "any-where near" full-scale UHF allocation. It held, further, that there is not now sufficient technical data to develop standards for UHF television.

20-second spot announcement to run in the state censor seal. Others gued, anything done to hamper testifying today included Donald commercial interest would retard A. Stewart, general manager of television. American Federation of Du Mont's WDTV, Pittsburgh: Roger W. Clipp, g.m. of WFIL-TV, Philadelphia: Dr. Leon Levy, prez ordings would be another hard of WCAU-TV. Philly, and Du Mont program chief James L. Caddigan. Leading the fight in the suit's use a single print to service two or opening session yesterday Mon.

WOV-WNEW

ontinued from page 22

bility of a broadcast licensee. On the contrary, we believe that upon the hasis of the information covered by the investigation, the Commission has no choice but to hold a further hearing in these procedings so that the complete story be put on the record and thus determine finally the questions involved."

In proposing a further hearing. Coy and Jones admitted that the cases "have been pending an un-duly long time and that another investigation means a further de-

investigation means a further delay."

The FCC order declared that
both WNEW and WOV have been
operated in the public interest, although it added that for many
years the Commission has received
alleged complaints about Bulova's
operations at other stations, in
which he gave up his interests
more than four years ago. It said
that these complaints were brought
by individuals who had not been
injured by Bulova's alleged activities and who have no direct Interest in the case.'

According to FCC records,
WNEW stock is owned by Bulova,
who holds 51'c plus 29'c he votes
for Milton H. Blow, the advertisfor Milton H. Blow, the advertising executive: Vincent Dalley,
10'7; and O'Dea, 10'c. WOV's
stockholders include Bulova, Biow,
O'Dea and WAAM.



First Make 'Em Hits in America, Say British Pubs; Yanks Annoyed

Many U. S. music publishers are griped about the practices of British pubs to whom they have given the English rights to new tunes. It seems now, since the English music business is so heavily dominated by tunes of U. S. origin, that British pubs won't try to do anything with a tune they bought from a U. S. pub unless the latter makes it a hit in the U. S. first.

it a hit in the U. S. first.

U. S. pubs assert that their British brethren watch tradepaper charts closely and, unless a song begins to get action on the American side of the big pond, they don't even try it on the English market. U. S. pubs feet that's a big mistake since in many instances a song gets caught in some sort of a blocking situation in the U. S. that precludes it from breaking through. But that shouldn't govern the English market.

lish market.

One of the prime reasons for the gripes by U. S. pubs, however, is that when they give a British firm the rights to a tune that is untried in the U. S., those rights go cheaper. If a British pub wants a deal for a song that is breaking for a hit here, he, of course, must bid higher, as is true when a U. S. pub is seeking U. S. rights to a tune that is already a hit in England. Many U. S. pubs say that in the future they're not going to allocate British rights until a tune is proven one way or the other in their own market.

DECCA'S NET UP TO \$280,100 FOR 3 MOS.

Domination of best-selling record lists by Decca during the past couple months is reflected in the company's net earnings statement for the first quarter ending March 31. Earnings for first three months of this year amounted to \$280,100 after \$171,700 was put aside against income taxes. It equalled 36c per share for 776,650 pieces of capital stock in circulation, as against \$388,399 earned by the company during the corresponding period of 1948, equang 50c a share for stockholders.

Decca's earnings statement for

a share for stockholders.

Decea's earnings statement for the final quarter of '48, including of course the Xmas holiday business, ran to approximately \$300,000, only slightly better than the past quarter. That's a notable achievement in view of current sales conditions. The 300G is approximate because Decca never delivers a fourth quarter statement separately. It's always included in the full year's report.

Col. Compromises On Shore, Day Billing

Shore, Day Billing
Hollywood, May 10.

Precedental pairing of two top femme singers on wax has been worked out by Columbia Records. Platters starring femme singers. Dinah Shore and Doris Day will carry labels on one face top-billing Miss Shore and on the other giving the nod to Miss Day.

Billing arrangement was worked out by Columbia in New York after Miss Day's agent, Marty Melcher, had demanded top billing for his client. He seemed satisfied with the compromise.

Femmes will warble pair of tunes from Irving Berlin's "Miss Liberty," on which Columbia got the jump on other waxeries. Label has an exclusive to wax an album of show's tunes as soon as original Broadway company is cast. Meanwhile, Columbia is plattering individual tunes with its top names. Feank Sinatra and Miss Day will duet at least one side, and Miss Day is inked for a pair of solos, as is Miss Shore, in addition to their team slint.

Shep Fields' Opener

Detroit, May 10.

Shep Fields opened dance season Friday (6) al Walled Lake's New Casino baltroom. Buffroom will operate weekends only until June 10.

Jerry Wald band will play opening of Festward Coding. Alary 50.

ing of Eastwood Gardens, May 27. Wald will stay a week and be fol-lowed by Ted Weems and Woody

Best British Sheet Sellers

cWeck: ending April 29)
London, May 3.
12th Street Rag. Chappell
Lavender Blue. F. D. & H.
Faraway Places. Leeds
Powder Your Face Chappell
Shedy North Kaith Browse Powder Your Face Chappell
Shady Nook Keith Prowse
On the 5:45 Strauss-Miller
Cuckoo Waltz Keith Prowse
Pul 'em in a Box Connelly
Heart Loch Lomond
Slow Boat to China It's Magic Connelly
Can't Killarney P. Maurice

Second 12

Second 12
Feldman
When You're in Love Wood
Easter Parade Berlin
Pul Shoes on Lucy Gay
Butlons and Bows Victoria
Crystal Gazer Dash
Cicareets & Whusky Chappell
Brush Tears Away Leeds
Cool Water Feldman
You Was Cinephonic
Mahsrajah Magador, Chappell
Suvla Bay Box & Cox

Merc's Non-Breakable 'Mercoplastic' on Mkt.

Mercury Records intends to market all its platters in the future on a non-breakable substance it calls "Mercoplastic." Beglinning May 15, the company's pop, hillbilly, race and international series will be issued on the new material. Later, all album releases will get it.

Mercury feels that its move, which will cost more to produce, is better than reducing the price of its regular shellac disks, as has been done by other companies. Platters will be unbreakable and imper-lasting onger-lasting.

Carroll Lucas' Band

Carroll Lucas, ex-arranger for Sammy Kaye, is forming a band of his own, presumably along a similar style. He's been signed by King Records' new pop artists and repertoire division, and General Artists will book.

It's Lucas' first try as a maestro.



LORRY RAINE

LORRY RAINE

"It's Too Late Now"
(Bourne, ASCAP)
(Tim Gayle, J. Fred Cours, Mart Furin)
Disk Jockey Salute:
Leonard Feather, WMGM,
New York
Fleather, composer, critic and jazz
expert, has top rated "Jazz Al Its
Best" show, contributes to Modern
Screen, Metronome, other publications and has new tome out by J. J.
Robbins.
Leonard's click shows and critical
appecisals leave won him outstanding recognition.
Lorry has also started another
new one, "Heartbroken" (Robert,
ASCAP), flip of "Late."

TIM GAYLE
Hotel Sheraton, Detroit

BILLY ECKSTINE IN TALKS ON M-G PIX

Billy Eckstine, picking up speed via M-G-M recordings, is discuss-ing a film deal with Metro, parent company of the label he cuts for,

company of the label he cuts for, and is tentatively set to go into the Chez Paree. Chicago, July 1. If the latter deal is completed, a two-week run at the Chicago theatre, July 22, will be worked in.

M-G-M has been so successful with Eckstine on standards and blues that it now intends opening the pop field to him. He has done some pops in the past, but not enough to cause a stir, and never the top tunes. He'll do two from Irving Berlin's "Miss Liberty" musical score next week. sical score next week

Jocks, Jukes and Disks

By BERNIE WOODS

Sammy Kaye "Four Winds and Seven Seas"-"Out of Love" (Victor). "Four Winds" is one of Kaye's finest, Socko ballad, recorded and performed impercably with the use of echo technique, has a great chance to pop big. Tony Alamo's vocal is unusually fine. Reverse tune is good, too, another ballad by Alamo, but it's likely to be overshadowed.

Peggy Lee "Riders in the Sky"-"Please Love Me Tonight" (Capitol). Cap's a bit late with "Riders," but the neat disking by Miss Lees should pick up a hefty amount of sales. Actual recording is similar in style to Vaughn Monroe's. Backing, which sounds like it was recorded some time ago, is okay. Dave Barbour smartly assists bolisides.

Dinah Shore-Buddy Clark "Baby. It's Cold Outside". "My One and Only Highland Fing" (Capitol). There's very little variation between this swell disk and those by Ella Pitzgerald-Louis Jordan (Decca) and Margaret Whiting-Johnny Mercer (Capitol). Miss Shore and Clark are an ideal pairing and with sound effects, their cutting of the very likely hit is solid, though it's faster and doesn't have the ease which marks the Whiting-Mercer disk. Decca's Fitzgerald-Jordan combo also cuts a solid path, with Jordan's combo backing. It'll sell big, too. On very slight differences, the rating is the Capitol disk first, Columbia second and Decca third in effectiveness, strictly because of the ease of performance by Miss Whiting and Mercer. Shore-Clark and band sides. Backing, another instrumental, is okay.

Album Reviews

"South Paelife," with Matty corded some time ago, is okay. Dave Barbour smartly assists both sides.

Dinah Shore-Buddy Clark "Baby, It's Cold Outside"."My One and Only Highland Fling" (Capitol). There's very little variation between this swell disk and those by Ella Fitzgerald-Louis Jordan (Decca) and Margaret Whiting-Johnny Mercer (Capitol). Miss Shore and Clark are an ideal pairing and, with sound effects, their cutting of the very likely hit is solid, though it's faster and doesn't have the ease which marks the Whiting-Mercer disk. Decca's Fitzgerald-Jordan combo also cuts a solid path, with Jordan's combo backing. It'll sell bilg, too, On very slight differences, the rating is the Capitol disk first. Columbia second and Decca third in effectiveness, strictly because of the ease of performance by Miss Whiting and Mercer. Shore-Clark side is backed strongly by "Hir' land Fling." It's a good. The Jo Stafford-Gordon MacRae (Capitol) disk is comparable.

Connee Haines "Maybe It's Because". "Hang On the Bell, Nellie" (Coral). Miss Haines is making good disks for Coral. On the Birst side here, she has hold of a fine ballad melody. Her vocal, which isn't as good as the up-tempo things she does, is nevertheless saleable and smartly backed by the Highlighters. Flipover's a sprightly novelly that's excellent programming for any jock, and it has puke connotations, too. Roy Ross conducts backgrounds.

Vaughn Monroe "Dreamy Old New England Moon" is a smart hit possibility. He works the

Album Reviews

and band sides. Backing, another instrumental, is okay.

**South Pacific," with Marty Martin, Ezio Pinza and original cast, recording under direction of Goddard Leiberson Columbia. To say that this album will be a bestseller is like saying television has a future. Cut by Columbia in the same church studio the company recorded its "Kiss Me Kate" book, the 16 tunes involved in the Oscar Hammerstein-Richard Rodgers score sound better than they do in the show. It's a crack job, and one tune is as listenable as the other. Taken in the order that they are done in the slow, Columbia again used the technique of tying some of the melodies together with bits of dialog. Which sides are more outstanding is difficult to say; Pinza does a great job on "Some Enclauted Evening"; Miss Martin equals it with her chore on "Wonderful Guy," Perhaps the most impressive, however, is one that probably will, not be usable on the air — the male chorus doing all ways.

Both Decca and Capitol are getting out "Pacific" albums, using contract singers. Decca's, for example, includes Bing Crosby's "Ball Hai"—"Some Enchanted Evening"; Danny Kaye's "There's Nothing Like a Dame". "Honey Bun". Evelyn Kniglitis of Crosby's "Enchanted Evening"; Danny Kaye's "There's Nothing Like a Dame". "Honey Bun". Evelyn Kniglitis "Crosby's "Enchanted Evening" and Kaye's "Dame" standing out. But, though they hit the spot, they don't nudge it with the same impact of the real thing—the original cast.

Platter Pointers

Platter Pointers

National label keeps on releasing Billy Eckstine sides in competition with M-G-M, for which he now works; "Time on My Hands" and "In the Still of the Night" are socko vocals by him. Lawrence Welk's coupling of "Merry-Go-Round Waltz" and "Barroom Polka" (Mercury) are arranged a bit thinly for competition with other versions. Jazz jocks will get a huge kick out of Billie Holiday's "My Man" "Porgie". "Swiss Lullaby." by Vaughn Horton and Polka Debs (Columbia) is a likely tune and side; it's well done. Another extremely attractive disk in its own country groove is "Alone." by Redd Siewart (King). Ditto "There's a Light Guidin" Me." Red Foley (Decca).

Standout race, polka, western, hillbilly, jazz; Wini Brown "He's Good Enough for Me"-"It love is Trouble" (National); Ivory Joe Hunter, "That's the Gal for Me" (King); "So Long to the Red River Valley," "Songs of the Pioaeers (Decca); Sokach - Habat Polka Orch., "Socialaires Polka" (Decca); Sokach - Habat Socialaires Polka" (Decca); Sokach - Habat Sol Orch., "Socialaires Polka" (

sts will book. 's Lucas' first try as a maestro. Sellers on Coin-Machines Week of May 7 Variety 10 Best Sellers on Coin-Machines Week of May 7

2. "A" YOU'RE ADORABLE (3) (Laurel)	1 Topy Pastor Columbia
3. AGAIN (8) (Robbins)	Vera Lynn London Margury
4. CRUISING DOWN THE RIVER (13) (Spitzer)	Russ Plorgon Decca
5. RED ROSES FOR BLUE LADY (12) (Mills)	Vaughn Monroe Victor
6. SO IN LOVE (3) (T. B. Harms)	Bing Crosby Decca
7. FOREVER AND EVER (3) (Robbins)	Gracie Fields London
8. FAR AWAY PLACES (15) (Laurel)	Bing Crosby Decca
9. BABY IT'S COLD OUTSIDE (I) (Melrose)	Whiting Mercer Capitol
10. CARELESS HANDS (1) (Melrose)	Sammy Kaye Victor Mel Torme Capitol
Coming Up	(Met Torme Capitol
e cp	1
SO TIRED (Glenmore)	Russ Mergan Decca
LOVE ME, LOVE ME, LOYE MF (Miller)	Eddy Howard Mercury
I DON'T SEE ME (Laurel)	Gordon Jenkins Decca Perry Como Victor
COMME CI COMME CA (Leeds)	\ Tony Martin Victor Dick Haymes Decca
PORTRAIT OF JENNIE (Chappell)	. King Cole Capitol
SOME ENCHANTED EVENING (Chappell)	Perry Como Victor
TRUE TO YOU IN MY FASHION (T. B. Harms) WONDERFUL GIY (Chappell)	. Dinah Shore Columbia +
SOMEONE LIKE YOU (Harms)	Peggy Lee Capital
HOW IT LIES (Morris)	Bing Croshu Dagg
I DIDN'T KNOW GUN LOADED (Lewis)	I Kan Starr Capital &
YOU BROKE YOUR PROMISE (Pic)) Paula Watson Supreme (Kay Starr Capitol
DON'T LIE TO ME (Leeds) VOU. YOU, YOU ARE THE ONL (Campbell)	. Vaughn Monroe Victor
1Figures in parentheses indicate number of weeks song	

1Figures in parentheses indicate number of weeks song has been in the Top 10.1 ·····

MERRY-GO-ROUND ON DISK TASTES

Pubs, Writers Snap at Each Others' MAKE 'EM 2 WAYS Kine Rebroadcasts of TV Shows With Offside Tune Promotion Blueprints

major music publishers are interestingly burning at a trend among established songwriters toward taking new songs direct to recording companies rather than show them first to prospective pubs. It's felt by the latter that these writers are prolonging and furthering the general confusion that has existed in the music business since the war brought about for a profusion of "sleeper" tunes, which doesn't come along as often now.

H. L. Reed Heads NW

Musicians for 4th Ti

Seattle, May I

Harry L. Reed, president of local 76, Seattle Musicians A has been reelected president of Northwest Conference of Musicians of fourth term. The conference of successions of succession of succession of successions of succession of succession

now.

The practice is contributing to the numerous disagreements between companies and The practice is contributing to the numerous disagreements between recording companies and publishers over jumping of release dates on tunes, which invariably snarls promotion plans laid down by a publisher and often lessens the chances of a tune's success. It has induced recording companies, some publishers say, to forego to a great extent the close relationship that must exist between the two groups toward the good of both. Additionally, it's claimed, there isn't the same fusing of effort on a plug tune that is needed and, further, the recorders are so primed to snag the "sleeper" which rivals do not have, that plug tunes are often pushed aside in the search for the 100 to 1 shot. In recent months, writers have increasingly followed the path to recording companies with new tunes. Not only do writers living (Continued on page 40)

Columbia Avoids **Retail Price Tag** On New Player

Columbia Records has purposely avoided mentioning any retail price for its new, low-priced record player designed to spin all sizes of the company's Microgroove Long-Playing disks. New machines, which were being shipped to distributors late last week for relay to retail counters are made for Columbia. with the latter's name imprinted, by VM, Inc., Chicago manufacturer.

Sets cost approximately \$8 apiece and Columbia is not setting the price retailers are to ask. They can get \$10, let them go at cost as a means of creating a customer for LP disks, or even give them away on the theory that such a slight investment by the dealer can create a valuable customer in sales; not to mention possibly eliminating a potential buyer of RCA-Victor's rival 45 rpm machines and disks, assuming that most customers will buy either of the two developments, not both.

Columbia's new machine is not a changer, which is what the trade originally expected, to handle only the company's seven-inch pop LP platters, retailing at 60c. It is smaller than the Microgroove turntable developed by Philco, but still can reproduce the seven, 10 and 12-inch Microgroove platters.

Coincidental with the debut of Columbia's new set, RCA-Victor announced the availability of a leather carrying case for its 45 rpm machine, with space enough for 30 recordings.

DECCA, GUY LOMBARDO

DECCA, GUY LOMBARDO FINALIZE 5-YEAR DEAL

Guy Lombardo and Decca Records finally completed terms for the five-year contract arranged before the death of the late Jack Kapp, president of the company. Deal, giving Lombardo a guarantee against royalties, computed on individual-disk sales, was signed by the master before he left N. V. on individual-disk sales, was signed by the maestro before he left N. Y. recently on a road trip with his band, but Decca got around to signing it only last week.

Deal will make it an even 20 first trip west in a couple months years Lombardo has been recording for Decca.

Musicians for 4th Time

Seattle, May 10.
Harry L. Reed, president of
Local 76, Seattle Musiclans Assn.,
has been reelected president of the
Northwest Conference of Musiclans
for a fourth term. The conference
is composed of AFM locals in
Washington, Oregon, Idaho and
Patitak Columbia Seattle, May 10.

British Columbia.

Jack Smith, business rep of Local 76, was one of four regional vicepresidents elected. Others were vicepresidents elected. Others were Charles Rubyn. Aberdeen; R. L. McMullen, Spokane, and William Hamilton, Eugene. Ore. Marjorie Gibbons. Victoria; Charles B. Wagner, Olympia; Charles Best, Coeur d'Alene, and Howard Rich, Portland, were chosen for the executive board. Ray Walker, Olympia, and John A. Burke. Tacoma, were unopposed for secretary and sergeantatarins, respectively.

Retrenchment

Things are beginning to get rugged for virtually all of the independent recording firms which do not have a well-heeled parent firm to lean back on financially. With the exception of Decca, which has been riding high the past several months with the longest string of hits in its history, indie firm execs are getting a bit worried about the public apathy toward a large majority of the recordings being marketed.

If business doesn't begin to improve soon, it's a safe bet that there will be recurrent economic shakeups within the structures of various labels. That's already going on to some extent, but not near the level which it will reach eventually if sales remain so slow.

Agent Phil Bloom On AFM Carpet in His Suit vs. True Trio

American Federation of Musicians hauled agent Phil Bloom on the carpet last week and curtly gave him a choice of dropping a civil suit against Bobby True Trio or forfeiting his license to book or agent union musicians. Bloom had filed suit in superior court. charging he had not been paid a promised 10% of the \$450 weekly trio got for a four-week stand at the Peacock Alley cocktailery. It was alleged that Bloom's attorney attached musicians salary for the last week of the date.

was alleged that Bloom's attorney attached musicians' salary for the last week of the date.

Eddie Pratt, Local 47 business agent, and C. L. Bagley. AFM veepee, sizzled when they learned of the court action since union has strict bylaw that there are to be no suits or cross-suits involving members and franchised agents unless AFM okays such action after exhausting all possible means of adjusting grievances. They notified James C. Petrillo, who issued the edict to Bloom.

Now union wants to know how Bloom figured in the deal since Trio is under a seven-year booking contract to MCA rnd a personal manager pact to Gabbe, Lutz & Heller, Local 47 records show contract for the date was deposited by MCA and cleared by the union. Seymour Heller of Gabbe, Lutz & Heller, reported his office still has a pact with True. Bloom's status now has to be explained to the union.

Joe Glaser to Coast

FOR 'INSURANCE'

re among music and record rs has music publishers and erence among music and record buyers has music publishers and recording men aboard a merry-goround that's spinning faster and faster. In the past six months or more, western, hillbilly and waltz tunes have enjoyed a sales vogue to such a marked degree over pop songs of the ballad type that recording companies are beginning

tunes have enjoyed a sales vogue tunes de sales vogue en such a such a marked degree over pop songs of the ballad type that recording companies are beginning to make almost every kind of material that comes along two ways—on with the artist in the field where a tune might belong—and another with top stars.

But now it's also happening with so-called "race" melodies. Last where chosen for the executive. And Howard Rich. Portwere chosen for the executive. Ray Walker, Olympia, and A Burke. Tacoma, were under for secretary and sergeants, respectively.

Tenchment

Eyed by Indees

Ing a pe beginning to get do for virtually all of the indent recording firms which of have a well-heeled parent to lean back on financially, the exception of Decca, which to lean back on financially, the exception of Decca, which to lean back on financially, the exception of Decca, which to lean back on financially, the exception of Decca, which the longest string is in its history, indie firing a bit worried the public apathy toward a majority of the recordings marketed.

AFM Convention Jockeying Begins

San Francisco, May 10.
Executives of the American Federation of Musicians are expected to arrive here in the next few days to lay the groundwork for the union's annual convention opening June 6. Biggest item on the agenda is expected to be a hassle over reduction of high scales established by many locals, which many AFM execs believe are minimizing job opportunities.

AFM execs believe are minimizing job opportunities.

An attempt to reduce scales either national or local, will run into an argument from many quarters. The conference consisting of locals in the Pennsylvania, New Jersey and Delaware areas are highly in favor of reductions. Detroit, Cincinnati and other areas, which maintain some of the highest salary prices in the country, are expected to battle them.

Prior to the opening of the con-

are expected to battle them.

Prior to the opening of the convention, there will be the usual meeting of the AFM executive board to consider problems awaiting adjudication. Many meetings are expected at which candidates for various AFM posts will be considered, named, and election straticities of the convention of th and election strat-

CONSOL. EDISON OKAYS **50G FOR CUFFO DANCING**

Consolidated Edison Co. of New York this summer will bankroll open-air dancing with name bands in N. Y. parks and playgrounds for the eighth consecutive season. Company will pay for 54 dates to provide cuffo hoofing, beginning June 23 and ending Sept. 9. It costs more than \$50,000 for the

string.

As in seasons past, General Artists Corp, will schedule the bands, Agency buys from rival outfits as well as using its own talent. Parks and playgrounds covered are in all five boroughs. The dates often are invaluable in breaking jumps between regular promotions.

ASCAP Music in Deadline Dilemma

BMI Not Napping

Broadcast Music was already busy Monday (10) contacting its affiliated publishers in Nev its affiliated publishers in New York, gathering copies of all likely current and catalog pop-tunes deemed usable for tele-vision. Organization, appar-ently heading into a position as a participant in another battle with the American So-ciety of Composers, Authors and Publishers, doesn't want to be caught short by June 1, deadline day for ASCAP ma-terial.

Since it was formed in 1940, as a buffer between ASCAP and the radio interests, which were then in a bitter struggle over the Society's attempts to increase its revenue from radio, BMI has grown.

Coast Tune Touts Scan Pavola Raps

Hollywood, May 10. Strategy-mapping meeting was held yesterday (Mon.) by coast board of Music Publishers' Contact board of Music Publishers' Contact Employees to delve into complaints that payola is again operating. No names were bandied about, but group discussed ways and means of s'opping the "evil" of paying off a bandleader to plug a specific tune. Union provides heavy fines for offenders.

Understood New York headquar-Understood New York headquar-ters of companies have been com-plaining that Coast swindlesheets, are so high, reps must be buying plugs. Most charges are that some tune touts pay for transpositions and arrangements for small bands or singers having radio outlets in order to get performance on par-ticular songs.

Blues-Bawler Brown Signed to Cap Pact As He Exits Prison

Hollywood, May 10.

Walter Brown, long-missing blues

Walter Brown, long-missing blues shouter, was found as he emerged from a twey-ear stretch in a Texas jail and immediately signed to a Capitol disking pact by Dave Dexter, chief of the plattery's blues-waxing department.

Dexter found Brown while on a disking junket to Kansas City and paid him a flat rate to etch eight sides immediately. Each is an original Brown says he composed and lyriced while belind bars, and the first to be released will be "Suppressin" the Blues."

Brown recorded "Confessin' the Blues" for Decca in 1941 and the platter sold more than 500,000 copies. However, Brown drifted off the Decca roster and out of town and although many waxeries tried to locate him none was successful until Dexter picked up the cessful until Dexter picked up the

trail.

While in the midwest cutting 13 faces with Julia Lee, including one on which the vocallst plays the organ for the first time. Dexter also set blues bawler Evelyn Twine and tenor saxman Lester Carter to Cap contracts.

James Back in Cincy

James Back in Cincy Cincinnati, May 10.
Having returned from a western jamt of not too much success. Jimmy James has returned to the Cincy area. Besides playing College dates in this section, he is also conductor of WLW.
Band is set for June 11 opening at Ault Park. Combo comprises five sax, three brass, piano, and drums. Barbara Moffett and trumpeter Ernie Berhardt handle the vocals.

Due to the intervals between the live performances of tele shows that are kinescoped and the rebroadcasts on outlying stations, which are sometimes as long as two weeks, many tele commercials will be forced to remove all ASCAP songs next week, to allow for the June 1 dealine, after which ASCAP music, as it stands now, will go off video. For example, Milton Berle's Texaco broadcast of last night (Tuesday) used ASCAP melodies or could have, but his next week's (171 show will be forced to delete ASCAP material because the kinescopings may not be shown until after the deadline.

Televisors will also have trouble shown in the showing films which contain ASCAP music, although this is a point that could conceivably present an entirely new source of argument due to the decision last year by N.Y federal judge Vincent L. Leibell who said that ASCAP could not collect exhibition fees for films containing music since the music was paid for at the source by the producer. Whether Judge Leibell's decision would have any effect on films using ASCAP tunes that were made before he issued his opinion is strictly for attorneys to decide.

Optimistic Biz For Midwest **Outdoor Spots**

Chicago, May 10.
Early siege of warm weather has found outdoor-ballroom operators found outdoor-ballroom operators wrapping up their seasonal bookings, with general summer biz outlook on the optimistic side. Some spots, however, aren't buying bands for the entire season, as in previous years, but are buying by the half or quarter. Others, like Eastwood Gardens, Detroit, are reducing playing hours to a six-day week, to cut scale and operation costs.

week, to cut seale and operation costs.

Outdoor ballrooms in midwest were in on the gravy train during the war and postwar era, and any band skedded brought the customers. Now some operators, influenced by decline of biz during past winter, plus fact that name bands that played their spots last summer didn't do as expected, are holding back. Dutch Mill, Delavin, Wise, is set for a half season, as is Ideal Beach Resort, Monticello, Ind., and Casino, Quincy, III. Lakeside Park, Denver; Martinique, Chi; Pionv Park, Omaha; Forest Park Highlands, St. Louis; Blue Moon, Wichita, and few other spots are set for entire summer.

ROBBINS' EXPLOITATION SPEEDS BENEKE DISK

Tex Beneke's platter of "Beau-tiful Blonde from Bashful Bend" will hit the stalls next month three months carlier than scheduled as a result of the work of the local Rob-bins office. Biscuit now is stated for release coincident with release of the 20th-Fox Betty Grable-Cesar Romera-Rudy Vallee starrer of the same name. Record had been earmarked for September release by RCA-Victor,

same name.
Record had been earmarked for September release by RCA-Victor, for whom Bencke etched the tune last month in Chicago. Robbins Music in New York shipped an acetate to the Const. and coast rep Eddie McHarg and platter exploiter Barney McDevit4 promptly got busy. McDevit4 promptly got busy. McDevit4 had dubs made of the acetate and handed them to local disk jockeys, who started plugging the tune immediately. Retail stores began getting requests for the platter almost at once and when they bellowed for copies, RCA-Victor updated the release.

Precedental move caucht Victor's local distrib. Leo J. Meyberg Co., by surprise.

A Pro

Cincy

Batt.

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Louis-

Sp'g.

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IXPW-volve

arreit-WCPO DAMM-KOL BOLL

Raye-WBMD

CHPCH-KLAF

KHON-HOSSEH

SVIVM-uosuoje

ies Beig-KALM

Gentile-WJBK

10

Talent and Tunes on Record

AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS

VARII

Weekly chart of the records on disk jocke listerers. This compilation is dosed on informations the across the nation and is designed to indicate well as those on top. Ratings are computed. meetlos, 9 for a No. 2 and so on down to one neek in teek to present a comprehensive p.

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WEEK	ENDING	MAV 7

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K. WK. IN 10g	- 1	Artist	Label	Pub.	1 0			4	6			, ,
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3C 31	3 C	Connie Haines	Coral	How It Lies Morris ASCAP		1	:	10 4		:	6.	:
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1 16 1	11	Dinah Shore	Columbia	So in Love T. B. Harms ASCAP	6	:		5			4	:
		Guy Lombardo	Decca	rdo				9			2	1
	15 S		Victor	6				:	:		7	6
4	5 K	King Cole Trio	Capitol	Portrait of Jennie Chappell ASCAP		10				5 7 9		1:
6.	6 R	Ray Bolger	Decca	Amy Morris				:	6		9 6	
F9.4	2 M	Margaret Whiting	Capitol	A Wonderful Guy Chappell ASCAP		4						
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		1 ESIME	M-(3-M	nin	8	4					:	:
	J	Jank - mills	Capitol	Cruising Down the River Spitzer ASCAP				:				:
								The second name of the second na	Name and Address of the Owner, where the Owner, which is			

1		8	EEK	ž	3	4	9 9 40	0.0	Ž	B S S	Dallas	Port
keys' projection of the control of the control of the point picture	grams, as a gatherec ecords ribasis of Cities a of all sec	EN	DING 4Y 7	TAAW—1900 STEE	UNIW—modung and	Peter Potter-KFWB	Eddie Gallaher—WTOP	Sammy Taylor—KWJJ	TIW-yelusObie sol	OWW-yrink ynadol	Immy Hughes—KSKY	
abei	Song Song	L'anrel	ASCAD			3	2 2	5		-	00	1
ctor	Riders in the Sky	Mayfair	ASCAP	2	-	2	7 3	1	5		:	1
ecca	Forever and Ever	Robbins	ASCAP				10	3	:	5	2	1
ercury	Again	Robbins	ASCAP	1	:		5					
G-M	Cruising Down the River	Spitzer	ASCAP		:		8	:	8	:	-	
ctor	Red Roses for a Blue Lady	Mills	ASCAP	:	:			2	:	:	5	
ipitol	Careless Hands	Melrose	ASCAP	:	:		- 1	00		:	:	
ecca	Cruising Down the River	Spitzer	ASCAP				-	:		:	:	- 1
ctor	Forever and Ever	Robbins	ASCAP		:		1	:	6	:	:	. 1
pitol	Need You	Choice	ASCAP	1			4		:	:		-1
ecca	Again	Robbins	ASCAP	:		-		:	:	:	9	. !
ecca	So Tired	• • 1	ASCAP					:	:	:	:	- 1
lumbia	It's Big. Wide Wonderful World	d BMI	BMI		:				:			- 1
ecca	I Don't See Me in Your Eyes	Laurel	ASCAP		:		4	:		:		ı
ral	How It Lies	Morris	. ASCAP						1		:	
ercury.		T. B. Harms					:	:		:	:	
pitol	"A"-You're Adorable	Laurel	ASCAP		:			:	:	:	i	
cca	I Love You So Much It Hurts	Melody Lane BMI	ne BMI					:	:		-1	1
lumbia		Chappell .	ASCAP	6	:			:	:	2	-	
tional	Right, Louie, Drop the G	un Feist	ASCAP				3		:			
lumbia	So in Love	. T. B. Harms					6	:	:	:	:	
cca	Everywhere You Go	Lombardo	ASCAP					:		.1		ı
ctor	Careless Hands	Melrose	ASCAP					:		3		
pitol		Chappell	ASCAP					:	:	0	:	- 1
cca	Once in Love With Amy	. Morris	ASCAP					:	:	8	:	
pitol	A Wonderful Guy	Chappell	ASCAP					:	:	4		
uman.	It's a Cruel, Cruel World	. Laurel	ASCAP					:		:		1
Rol	Similau	Campbell.	BMI		2			:		:	10	
N	Somehow	Algonquin	BMI			. 8			4	:		
itol	Cruising Down the River	. Spitzer	ASCAP				:	-				
c.a	Palin' Around With You	Northern	ASCAP						2	:		
umbia	I've Got My Love to Keep Me.	Berlin	ASCAP					:	:	:	m	
ann	Don't Cry, Cry Baby	Santly-Joy	ASCAP				:	:	:	:	:	1
nopu	I Don't See Me in Your Eyes	Laurel	ASCAP			1	:	:			:	ı
nopu	Kiss Me Goodnight	Maurice	ASCAP				:	:	,	:	:	1
oitol	Baby, It's Cold Outside	Morris	ASCAP			2	:	:	9			
tor	Some Enchanted Evening	Chappell	ASCAP	8			9	:		:	17	1
itol	Far Away Places	Laurel	ASCAP				6 10	6			:	1
umbia	Baby, It's Cold Outside	Morris	ASCAP			,	:	:	:	:	:	1
.al	We'll Still Be Honeymooning	Un. Music	ASCAP		4		:	:	:		:	1
umbia	A Wonderful Guy	Chappell	ASCAP					:	:	:	:	1
itol	Again	Robbins .	ASCAP				:	:	:	:	:	1
tor	Love Me, Love Me, Love Me	Miller	ASCAP				1		:			1
3-M	Peggy Dear	Feist	ASCAP	10								1
don	St. Bernard Waltz	Harmon	ASCAD							:	:	1
W	lian Stree	Witmork	ASCAD						:	:	:	-
000	Comme Ci Comme Co	T onda	10000	0			:	:	:	:	:	- 1
		. reeds	ASCAP			١		:		:	:	- 1
. M	Ones the Deer Bellio	Bourne	ASCAP				:	:	:	:	:	- 1
	Money Markley and Chall	Femora	BMI					:	:		:	- 1
cui.	I Don't See Me in Vous Page	Lois	BMI				:	:	:		:	
101	n Don t See Me in Tour Eyes	Laurel	ASCAP				:		:			-
	The state of the s											

Anne Shelton M. Whiting-J. Mercer Perry Como V. Lynn-S. Brown Anne Shelton

Howard

Margaret Whiting D. Shore-B. Clark

22

Johnny Desmond

Unitones

1

Sammy Kaye Dinah Shore Ames Bros Mel Torme

Disk Jock's Plan To Broadcast From Cell Via Speeding Rap Nixed

Via Speeding Rap Nixed

Hollywood, May 10.

Police Chief C. B. Horrell put
his brogans down firmly when
KNX disk jockey Steve Allen
KNX disk jockey Steve Allen
knammed a waxwhirl program from
Lincoln Heights Jali. Allen was
ticketed last week for 68 MPH
driving. He planned to refuse to
pay fine at traffic court, take 48
hours in the jug instead, then put
on program from clink.

Plan proceeded through various
municipal and police channels untill Horrell heard of it; he didn't
want CBS lines run into jail. Also
remembered he had nixed idea
of same sort for an Art Linkletter
broadcast some time ago. So Allen
paid 330 fine, worked from studio
as usual. He already had secured
an okay from Tony Martin, guest
on program Monday night (9), to
guest from cell if plan hadn't been
stymled.

Open Mkt. Sale For Pub's 1,200,000 Shares

Pub's 1, ZUU, UUU Shares
Trans-America Music Corp., organized last month with an authorized capitalization of 3,000,000
shares, next Monday (16) will offer 1,200,000 shares of common in the open market.
Total offering, according to the prospectus, is \$300,000, based upon a selling price of 25c per share.
Underwriting the issue is N. R. Real & Co., Wall street firm, which is deducting \$75,000 from the gross proceeds to cover discounts and commissions. It's also noted that "organization expenses" are expected to come to no more than \$25,000, thus leaving \$200,000 to Trans-America as balance for work.

RETAIL SHEET BEST SELLERS

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ic Supply

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

Rat

wk.

9

13

ti:	nal ng Last wk.	Week Ending MAY 7 Title and Publisher	New York, MDS	Chicago, Carl Fisch	Los Angeles, Morse	Boston. H. N. Home	St. Louis, S. L. Mus	San Francisco, Paci	Indianapolis, Pears	Omaha, A. Hospe	Kansas City, Jenkin	Philadelphia, Charl	Minneapolis, Schmi	Seattle, Capitol Mu	AL POINTS
	1	"Cruising Down River" (Spitzer)	1	1	2	1	1	1	2	1	1	2	1	1	126
	2	"Forever and Ever" (Robbins)	2	2	5	6	2	2	6	4	2	1	2	2	105
1	9	"Again" (Robbins)	5	4	3		3	3	4	6		4	6	5	67
	4	"'A'-You're Adorable" (Laurel)	3	5		2	7	7.	1	2	6	5	9	-9-	65
	6	"Red Roses for Blue Lady" (Mills)		3	6	5	5	5		5	4	7		3	56
	- 5	"Sunflower" (Famous)	10	6		3	4	8		7	3	-	3	4	51
-	3	"Far Away Places" (Laurel)		10	4	7	6	6		8	. 5	3	5	-8	44
1	7	"Careless Hands" (Melrose)	9	9	8		9	4	5	3	9	10	7	7	41
	9	"Riders in the Sky" (Mayfair)	4		1			9	7	10		9	4	10	34
)	8	"Enchanted Evening" (Chappell) .	6	7		8			3		8	8			26
_		"I Don't See Me" (Laurel)	7			4						6			16
!		"Bali Ha'i" (Chappeil)	8						8		7	, .	٠.		10
3	11	"Powder Your Face" (Lombardo)				٠.	8				10			6	9
1	10	"Someone Like You" (Harms Inc.)		8	7		10								8
,	12	"Big, Wide World" (BMI)			9	9		10							5

Tele-ASCAP Fight

ately wants to establish what it describes as a fair rate now despite the known losses being incurred by television for the broadcasters. It does not want to give the telepeople a low paper rate now and have the headaches of possibly battling to increase it later. That's obvious in the society's offer to accept 23.4% of tele billings for general uses, not more than 3.3% for "special" uses 'classed as a lamonth period. \$25,000, thus leaving \$200,000 to Trans-America as balance for working capital.

Nucleus of the new firm, the prospectus declares, is its 100% interest in Gordon, Kaufman & Real, Inc., inactive publishing company affiliated with the American Society of Composers, Authors & Publishers. Assets of this subsidiary are its ASCAP membership and "copyrights of popular music which number less than 12."

Officer slate of Trans-America includes Jack D. Richmond, prezand director; Nathaniel R. Real, respective from the proposer and publisher.

Officer slate of Trans-America includes Jack D. Richmond, prezand director; Nathaniel R. Real, respective from the society's offer to accept 2346 of tele billings for "special" uses classed as a capital uses, not more than 3.36 for "special" uses classed as a fair rate now despite the known losses being incurred by television for the broadcasters. It does not want to give the tele people a low paper rate now and have the headaches of possibly battling to increase it later. That's obvious in the society's offer to accept 2346 of tele billings for "special" uses classed as a fair rate now despite the known losses being incurred by television for the broadcasters. It does not want to give the tele people a low paper rate now and have the headaches of possibly battling to increase it later. That's obvious in the society's offer to accept 2346 of tele billings for "special" uses classed as a fair rate now despite the known losses being incurred by television for the broadcasters. It does not want to give the tele people a low paper rate now despite the known losses being incurred by television for the broadcasters. It does not want to give the tele people a low paper rate now despite the known losses being incurred by television for the broadcasters. It does not want to give the tele people a low paper rate now and have the known losses being incurred by television for the broadcasters. It does not want to give the tele people a low paper rate now and have the known losses being incurred

More Valuable Than Radio?

On the other hand, TV offered price, including deductions for agency commissions, local reps, coaxial cable charges, kinescoping, etc., which was claimed to be 58% below what ASCAP is now collectlng from AM radio, on network broadcasts, and 40% below local station rates. As it came out, with all deductions, tele reportedly offered ASCAP .075% of network television billings.

television billings.

That the society refused. It believes, and so do its members, that music on television, because of the sound-plus-sight angle, is more valuable than on AM radio. And from the latter It is now drawing 23,4% of network billings, less 15% agency and 15% extra discount, and 2½% of local billings, less telephone line charges. This source paid ASCAP between \$7,000,000 and \$7,500,000 last year from more than \$500,000,000 in combined network and local station business.

Radio people have taken the

combined network and local station business.

Radio people have taken the stand that for what ASCAP has to offer video it wants too much. Even before the negotiations began video men beefed that the terms of the contracts via which ASCAP was assigned television representation rights by member publishers and writers were so restrictive, as to general, special and grand rights, that the society had little to offer to tele buyers. They also claim that the task of determining the category into which a prospective performance will fall is a difficult one, leaving them open to more or less vague decisions. They also believe that television, because of its sight nature, will more often than not demand a greater number of special and grand right performances. And for this televill have to pay extra, either to the society, which will clear the so-called "special" uses, or to the publisher and composer and author, through whom all grand rights must clear for any ty, & of performance. And television is thersfore convinced that for what It has to give, ASCAP wants too much.

ASCAP doesn't think so, espehas charged video nothing for the

use of its music from the very start—during which time all other crafts, engineers, artists, produc-ers, writers, musicians were being

ASCAP has offered to arbitrate, with a three-man board—one television man, one ASCAP man, and an impartial member appointed by Attorney General Tom C. Clark. Television refuses the arbitration angle in the belief that an impartial member could not hope to understand the complicated problems involved in varying types of rights. involved in varying types of rights,

Irving Berlin Does 'Liberty' Score for Col. As Model for Diskers

Irving Berlin last week sat down at a piano at Columbia Records and recorded every one of the 18 tunes in the score of his new musical, "Miss Liberty," Disks will not be released; they were cut so that Berlin himself could demonstrate for artists who will record the tunes exactly how he feels they have he does in secondary with should be done, in accordance with their use in the show.

their use in the show.

White Columbia isn't talking, copies of the disks are going to rival recording companies. So far, four Columbia artists have been assigned eight of the tunes. Berlin, incidentally, cut the records with his own plano, which was trucked from his N. Y. apartment to Columbia's studios.

to Columbia's studios.

Some weeks back, Richard Rodgers and Osear Hammerstein 2d similarly demonstrated to recording men the score of their 'South Pacific.' Rodgers accompanied hired singers, and recordings were made of each tune, copies of which were distributed to all recording companies. companies.

Jerry Johnson Quits At Southern; Into Own Biz

Jerry Johnson, professional manager of Southern Music, Ralph Peer firm, quit Friday (6) and inrect film, duit riday to and in-tends going into business for him-self. Johnson had a contract with Peer that still had some time to run, but it was broken by mutual agreement. Mark Schreck took Johnson's place.

Johnson's place.

Johnson expects to open an office in N. Y. within the next few weeks. His move coincided with a recent one by Larry Taylor, who expects to go into business for himself after leaving Peer. He was originally taken on to head La Salle Music. a Peer subsid which was to have been activated but was not.

'RH' Logging System

Richard Himber's new development in logging broadcast performances lists tunes in the surrey, based on four major network schedules. They are compiled on the basis of 1 point for sustaining instrumental; 2 points for sustaining iocal; 3 for commercial instrumental; 4 for commercial vocal, respectively, in each of the 3 rujor territories, New York, Chicago and Coast. For example, a Commercial Vocal in all three territories counts 12. Added to these totals is the listener ratings of commercial shows. The first group consists of the top 30 songs.

Week of April 23-May 5

	Week of April 29-May 5 Songs Publishers	
	Songs Publishers	
	A Chapter In My Life Called Mary Shapiro-B	
	Again 2"Pond House" Robbins	
	Again—"Road House" Robbins A Wonderful Guy—"South Pacific" Williamson	
	A Vonder Adoreble Laurel	
	A You're Adorable Laurel Baii Ha'i—*"South Pacific" Williamson	
,	Beyond the Purple Hills	
	Candy Kisses Hill & Range	
	Careless Hands Melrose	
	Comme Ci Comme Ca Leeds	
	Cruising Down the River Spitzer	
	Don't Cry, Cry Baby Santly	
	Everywhere You Go Lombardo	
	Robbins	
	Forever and Ever Robbins Havin' a Wonderful Wish—"Sorrowful Jones" Paramount	
	Havin a wonderful wish- Sorrowful Jones I at allowing	
	I Don't See Me In Your Eyes Anymore Laurel If I Could Be With You—"Flamingo Road" Remick	
	It I Could Be With You— Framingo Road	
	it's a big wide wonderful world	
	Kiss Me Sweet	
	My One & Only Highland Fling Barkleys of Bloadway II. Walter	
	Once and For Always-"Connecticut Yankee" Melrose	
'	Powder Your Face With Sunshine Lombardo	
	Red Roses For a Blue Lady Mills So In Love—"Kiss Me Kate" T. B. Harms Some Enchanted Evening—"South Pacific" Williamson Someone Like You—"My Dream 1s Yours" Harms	
	So In Love—"Kiss Me Kate"	
	Some Enchanted Evening— "South Pacific will all south	
	Someone Like You "My Dream Is Yours" Harms	
	Someone To Love . Warren Pub. So Tired	,
	So Tired Glenmore	
	Sunflower Paramount The Streets of Laredo Famous	
	The Streets of Laredo-"Streets of Laredo" Famous	
	Underneath the Linden Tree LaSalle	
	· · · · · · · · · · · · · · · · · · ·	
	The remaining 20 songs, based on Richard Himber's new development	

Always True to You In My Fashlon—*"Kiss Me Kate"....T. B. Harms
Are You Kissing Someone Else? *"Kiss Me Kate" | D. Cav 'ier | D & ss | United

Bands at Hotel B.O.'s

Band	Hotel	Weeks Played		On Date
Eddy Duchin* Nat Brandwynne*	Waldorf (400; \$2)		2,100 825	13,100 2,625
Lawrence Welk	Roosevelt (400; \$1.50-\$2) Statler (450; \$1.50-\$2)	7	1,150 1,225	8,450 4,075

^{*} Waldorf, Morton Downey; New Yorker, ice revue.

Chicago

Henry Brandon (Marine Room, Edgewater, 700; \$1.20 cover). Weather, conventions helped increase; 3,200 tabs.

Johnny Brewer (Swiss Chalet, Bismarck, 200; \$2.00 min.-\$1.05 cover). Gypsy Markoff okay 1,500 covers.

Dick LaSalle (Mayfair Room, Blackstone, 300; \$3.50 min.\$1 cover). Peter Lind Hayes and Mary Healy. Big 3.500 tabs.
Frankie Masters (Boulevard Room, Stevens, 773; \$3.50-\$1 cover). Ice Show faring well in pre-seasonal heat spell. Fine 3.315 covers.
Bill Snyder (College Inn, Sherman, 500; \$2.50-\$3.50 min.), "Salute To Cole Porter" in last weeks. Fine 3.000 tabs.
Ted Straeter (Engine Room, Palmer House, 550; \$3.50 min.\$1 cover).

Ted Straeter (Empire Room, Palmer House, 550; \$3.50 min.-\$1 cover). Barelay Allen orchestra and Dorothy Shay out. DeMarcos in Thursday (5). Boff 4.000 covers.

Los Angeles

Leighton Noble (Ambassador, 900; \$1.50). With Frankie Laine head-ning. Second week good 3,000 covers.

Jan Garber (Biltmore, 900; \$1-\$1.50). Leveled off at 2,300 covers.

Ted Fio Rito (Beverly Hills, 300; \$4 min.). Up slightly to 1,000 covers.

Location Jobs. Not in Hotels

(Chicago)

Cee Davidson (Chez Paree, 500; \$3.50 min.-\$1 cover). Joe E. Lewis,

Dick Jurgens (Aragon; \$1-\$1.15 adm.). Local fave holding at 16,000

Jee Reichman /Trianon; \$1-\$1.15 adm.). Jimmy Featherstone opened Tuesday /10. Final week for Reichman: slow 9.000 admissions. Bobby Peters (Blackhawk, 500; \$2.50 min.). Slight drop to 2,000

(Los Angeles) Les Brown (Pailadium B., Hollywood, 1st wk.). Good 13,800 admis-cially in view of the fact that It

S-J BEEFS AT KING'S 'GOLD' DATE JUMPING

40

GOLD' DATE JUMPING

Santly-Joy reveals it is preparing an infringement action to be tossed at King Records' newly-formed pop recording division over the release of "Lover's Gold," recorded by Al Grant. S-J asserts that King has broken through a July release date restriction placed on the melody, a move that will throw the publisher's entire promotion schedule out of whack.

King's answer to the action is that it recorded the song before Santly-Joy ever heard it and took it for publication. Bob Merrill and Marty Nevins (one of the Three Suns, who record for RCA-Victor') showed it to King's pop artists repertoire head, Dewey Bergman, before taking the tune to S-J. Bergman cut it immediately for immediate release and the restrictions S-J placed on the song after they accepted it don't concern King.



FRANKIE LAINE

Appearing **AMBASSADOR COCOANUT GROVE**

On the Way

RUDOLPH THE **RED-NOSED** REINDEER

St. Nicholas Music Pub. Co.



A NEW JIMMY McHUGH STANDARD

IT'S A MOST UNUSUAL DAY

Music by . . . JIMMY MeHUGH ROBBINS MUSIC CORPORATION



RETAIL DISK BEST SELLERS

ga Stores)

nel's Mus. Music Co.)

c Co.)

arson)

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and showing comparative sales rating for this and last week.

	Ī	ana tast w	. Cr.	_'	son	Der	n M	S.	Pea	S	Hosp	Jen	Cen	Dor	mai	Â
	ing Last	M	Ending		New York—(Dave; Chicago—(Hudson	Los Angeles—(Der	Boston-(Boston	Louis-(S. S.	Indianapolis-(Pea	San Francisco-	Omaha-(A. H	Kansas City-(Jen)	n Antonio-(Cer	Minneapolis-(Do	Seattle-(Sherma	L POINT
wk.	wk.	Artist, L	abel, Title	1	ž 5	13	8	S	=	S.	0	×	San	X	Š	S
1	1	"Riders in	MONROE (Victor the Sky"		1 1	1	1	1	4	3	1	3	2	1	1	112
2	2	"Forever as	GAN (Decca)		9			2				1	1	3	3	47
3	11		MO (Victor) hanted Evening"		2	2 .	5				4					31
		RUSS MOF	tGAN (Decca)			-							··-	••	•••	
4	3		Down River" IENKINS (Decca		0 7	6	••	٠.	• •	2	••	2	••	••	••	28
5		"Again"			. 2		٠.	3	1							27
6	5	" 'A'-You'	MO (Victor) re Adorable"		8 4			٠.			10	7			4	22
7A	11		JENKINS (Decca		3		4	7		9					4.	21
7B	4	MEL TOR	ME (Capitol)								7				5	21
7B	-	PERRY CO	OMO (Victor)		0		••	••	••		-7	8	••	8	9	21
8	9		SBY (Decca)		. 5		3				6		• •	••	••	19
9		"Some End	hanted Evening'						2	7				6		18
10	12	VIC DAMO	ONE (Mercury)				8			1			8			16
11		GUY LOM	BARDO (Decca) s for a Blue Lac												-	1
	• • •	VAUGHN	MONROE (Victo	r)							••			••		15
12A	10		s for a Blue Lac ORD-G. MacRAI		(••	••		5	••	9	••	••	• •	13
12B	10	"'A'-You	re Adorable"				6		5					9		13
13		MEL TOR	ME (Capitol) Hands"			5			7		9					12
14A	9	DITES MO	RGAN (Decca)							6						11
		PERRY C	OMO (Victor)							-						
14B		DAY BOL	GER (Decca)						••	8	3	••	• •	• •	• •	11
15A	7	"Once in	Love With Amy	"	4			8	٠.							10
15B			AY (Columbia) m Is Yours"		:	3			9							10
150		BING CRO	DSBY (Decca) Hands"		,			6					6			10
-		CAMMV	AVE (Vioton)													
15D	12	BITTE BA	Hands"								••	10	••	7	6	10
16A	13	"Cruising	Down River"				2									9
16B		"Cruising	CARLE (Colum Down River" YANKOVIC (Co	ibia)							2					9
160	15	FRANKIE	YANKOVIC (Co rt Waltz"	lumbia)												-
		and Ski	1	2		1		3	•••		4	••				
FI	VE	TOP	KISS ME, KATE	TO MC	THER		HANH	ATTA	N	co	NNEC	TICUI	.	wo	RDS /	AND
		UMS	Broadway Cast	Eddy A	rnold			VERS			YANE				MUSIC	
-	םם	OMS	Columbia			G	ordon	Jenk	ins	Bi	ng C	osby		Vari	ed A	rtista

Disk Best Sellers by Companies

(Based on Points Earned)

Label Victor Decca Capitol	9	187	Label Columbia Mercury M-G-M	1	Points 28 16 9

Decca

Writers, Pubs Scrap

Continued from page 37

Columbia

in N. Y. do it, but also those who come east from the Coast with the idea of placing songs. They make a beeline for diskers and take a crack at getting tunes set for recording. Then they take them to publishers. Often deals are made. This often puts a publisher on a spot. If one has a tune by a writer who has given another melody direct to a recording company, obviously the disk outfit figures to give more preference to the unattached tune.

Blame Publishers

Blame Publishers

Blame Publishers

On the other hand, established writers blame publishers for the current situation. They claim that, due to the seemingly confused reaction from the public, which constantly switches its preferences from waltzes (the current vogue) to novelties, race, hillbilly and western tunes, they haven't a chance. Many top, unattached writers in N. Y. say that the majority of major publishers are so biasy scrambling to keep up with the confused public taste that they don't give the established writers fightin the right'time. This is held to be story.)

substantiated in the mad rush by many publishers for any tune that begins to sell on disks and is found to be unattached. Pubs in such a situation do not care what kind of a song is involved. They'll grab it so long as it shows sales strength.

This cay the top writers has

This, say the top writers, has placed them at a great disadvantage. They do not write the kind of melodies and lyrics that, lately, have often captured public fancy, and publishers consequently are much attention. Hence, they must take songs direct to recording companies.

panies.

To refute this, major publishers assert that the topflight writer of today, who is unattached in Hollywood, is at fault. One pub claims that established writers are not showing imagination in their work. Let a ballad hit, and publishers are flooded soon after with writers are flooded soon after with writers demonstrating similar lyrical and melodic ideas. They also point out that if a songwriter is to be a good craftsman he should be flexible that if a songwriter is to be a good craftsman he should be flexible enough to bend with public taste.

In short, the confusion in the public mind about what it wants musically has the music industry fighting itself. (See separate

BOB O'BRIEN OUITS CAP. BUYS HAYNES-GRIFFIN

Decca

Bob O'Brien, Capitol Records' eastern purchasing agent and office manager, quit last week to go into the sales end of the business. He bought Haynes-Griffin, one of the largest class record, radio and television, etc., sales marts in New York.

O'Brien quit Cap Friday (6) and took over the store Monday (8).

Jonie Taps Sez He's Sticking With Col. Pix

Jonie Taps flatly denies rumors that he will return to the music business soon as a partner with S. II. Bourne in Bourne, Inc. Taps states that his contract with Columbia Pictures, as head of the studio's music department, has about a year and a half to run, and he has no other plans.

Taps is currently in New York on film business.

Joe Allison, disk jockey and announcer, joined the staff of KMAC, San Antonio. He was formerly with KITE and KTSA here.

MONROE'S 'RIDERS' ECHO RENEWS TECHNIQUE

RENEWS TECHNIQUE

Vaughn Monroe's "Riders in the
Sky" and the use of the echo technique in its recording appear to
have begun a trend. Numerous
disks by all companies due out
within the next month or two are
treated in similar style.

There's nothing new about it,
of course, major companies using
echo chambers for years and, on
occasion, right up to the Monroe
disk. But since that time there
seems to be a decided increase in
the practice. Peculiarly enough,
while the echo angle adds greatly
to Monroe's "Riders," its absence
isn't too noticeable when he does
the tune in a hotel or ballroom,
where it isn't possible to add the
echo.

MUSICIANS' HANDBOOK STANDARD DANCE MUSIC GUIDE

DANCE MUSIC CUIDE

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FEIST



VARIETY SONG

+ (Musical-Historical Review: 1800-1948) ++++++

Compiled for VARIETY

Compiled for By JULIUS MATTFELD

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Legends and other basic beckground information, attendant to the compilation and presentation, opposered in the Oct. 6, 1948, Issue when the Variety Song Covalcade started publication serially. It is suggested that these installments be dipped and filed for turne reference.

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(Cantinuad from Leit Wock)

I Love, I Love My Wife, But, Oh, You Kid. W., Jimmy Lucas. M., Harry Von Tilzer, Harry Von Tilzer Music Pub. Co., cop. 1909.

I Love My Wife, But, Oh, You Kid! W., M., Harry Armstrong and Billy Clark. Chicago (Department) of the Concording & Clark; assigned 1909 to Victor Kremer Co., Chicago.

Wish I Had My Old Girl Back Again, W., Ballard MacDonald M., Mough and Frank R. Adams, M., Joseph E. Howard. Chas, K. Harris, cop. 1909.

The Letter Song (The Chocolate Soldier). W. Stanislaus Stange, M., Semost Prince of Tonight). W., Will M. Hough and Frank R. Adams, M., Joseph E. Howard. Chas, K. Harris, cop. 1909. The Letter Song (The Chocolate Soldier). W. Stanislaus Stange, M., Semost Prince M., London; Chappell & Co., Cop. 1909.

Moring Day Jungle Town, W., A. Seymour Brown, M., Nat D. Ayer, Jerome H. Remick & Co., cop. 1909.

My Hero (The Chocolate Soldier). W., Stanislaus Stange, M., Mere My Caravan Has Rested. W., Letter My Caravan Has Rested.

1909.
My Hero (The Chocolate Soldier), w., Stanislaus Stange, m., Oscar Straus, Jerome H. Remick & Co., cop. 1908 by Ludwig Doblinger, Leipzig, cop. 1909 by Jerome H. Remick & Co.
My Own United States (When Johnny Comes Marching Home), w., Stanislaus Stange, m., Julian Edwards, M. Witmark & Sons, cop. 1909.
My Pany Roy (Min. 1909)

1909. Pony Boy (Miss Innocence).

My Boy Boy (Miss Innocence).

M. Bobby Heath. m., Charley O'Donnell. Jerome H. Remick & Co., cop. 1909 by Up to Date Music Pub. Co.; assigned 1909 to Thos. J. Kennedy: assigned 1909 to Jerome H. Remick & Co., My Southern Rose. w., m., Earl Taylor. Harry Von Tilzer Music Pub. Co., 1909.

Next to Your Mother, who [slc] Do You Love? w., Irving Berlin.

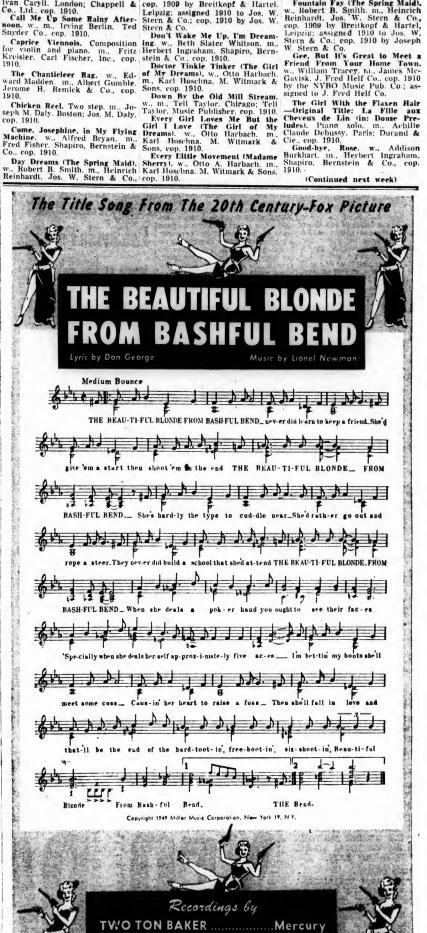


LEICESTER

OXFORD MUSIC CORP.



Fountain Fay (The Spring Maid), w., Robert B. Smith, m., Heinrich Reinhardt, Jos. W. Stern & Co., cop. 1909 by Breitkopf & Hartel, Leipzig; assigned 1910 to Jos. W.



.....RCA Victor

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M.G.M

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TEX BENEKE **ART LUND**

MILLER MUSIC CORPORATION

Ivan Caryll. London; Chappell & Co., Ltd., cop. 1910.
Call Me Up Some Rainy Afternoon, w., m., Irving Berlin, Ted Snyder Co., cop. 1910.
Caprice Viennois. Composition for violin and plano. m., Fritz Kreisler. Carl Fischer, Inc., cop. 1910.
The Chanticleer Rag. w., Edward Madden. m., Alhert Gumble Jerome H. Remlck & Co., cop. 1910.
Chicken Reel. Two step. m., Joseph M. Daly, Boston; Jos. M., Daly, cop. 1910.
Come, Josephine, in My Flying Machine, w., Alfred Bryan, m., Fred Fisher. Shapiro, Bernstein & Co., cop. 1910.
Day Dreams (The Spring Maid), Robert B. Smilk p. L. Leipzig: assigned 1910 to Jos. W. Stern & Co., cop. 1910 by Breitkopf & Hartel. Lelpzig: assigned 1910 to Jos. W. Stern & Co., cop. 1910.
Dou't Wake Me Up, I'm Dreams, w., Beth Slater Whitson, m., Karl Hoschna, M. Witmark & Sons, cop. 1910.

Down By the Old Mill Stream, w., m., Tell Taylor, Chicago; Tell Saylor, Music Publisher, cop. 1910.

Day Dreams (The Spring Maid), Robert B. Smilk p. L. Leipzig: assigned 1910 to Jos. W. Stern & Co., cop. 1910 by Jos. W. Stern & Co.

1909. Where My Caravan Has Rested. w., Edward Tescheinacher, in., Herman Loehr, London; Chappell & Co., Ltd., cop. 1909.
You Taught Me How to Love You, Now Teach Me to Forget, w., Jack Dristane and Alfred Bryan. m., George W. Meyer, F. B. Haviland Pub. Co., Inc., cop. 1909.

On pennies now appeared the head of Abraham Lincoln, replacing the Indian head which had been there half a century.

Ed. Payson Weston walked from New York to San Francisco in 105 days.

William Howard Taft was inaugurated president

William Howard Tatt was inaugurated president.
The latest creation in feminine fashions was the hobble skirt.
In New York, the Hudson-Fulton Celebration was staged, commencating the 300th anniversary of Hendrik Hudson's arrival, and the centennial of Robert Fulton's work.

work.
On the legitimate stage, John Barrymore appeared in "The Fortune Hunters," Lillian Russell in "The Widow's Might" and Forbes Robertson in that outstanding success: "The Passing of the Third Floor Back."

Floor Back."

The vaudeville roster included:
W. C. Fields, Blanche Ring isinging "Waltz Me Around Again, Willie" and "Yip-1-IAddy-I-Ay", Carry
Nation (the dry crusader), Ina
Claire (then a juvenile impersonator), Sophie Tucker (singing
("Cubanola Glide"), Nora Baves
and Jack Norworth, and Texas
Guinan who sang songs from the
basket of a prop airship.

Mary Pickford became a film
player.

Ah! Sweet Mystery of Life (Naughty Marietta), w., Rida Johnson Young, m., Victor Herbert, M. Witmark & Sons, cop. 1910.

All Aboard for Blanket Bay, w., Andrew B. Sterling, m., Harry Von Tilzer, Harry Von Tilzer Music Pub. Co., cop. 1910.

All That I Ask of You is Love, w., Edgar Seiden, m., iderbert Ingraham, Shapiro, Bernstein & Co., cop. 1910.

Alma Where Do You Live? (Alma Where Do You Live), w., George V, Hobart, m., Adolph Philipp, Jerome H. Remick & Co., cop. 1910.

Any Little Girl, That's a Nice

Philipp. Jerome II. Remick & Co., cop. 1910.
Any Little Girl. That's a Nice Little Girl, is the Right Little Girl for Me. w.. Thomas J. Gray. m.. Fred Fisher. Shapiro Music Publisher. cop. 1910 by Maurice Shapiro.
As Deep As the Deep Blue Sea. w.. Rene Bronner. m. H. W. Petrie. of the state of the control of the state of the control of the state of the s

As Deep As the Deep Blue Sea. w.. Rene Bronner. m., H. W. Petrie. F. B. Haviland Pub. Co., Inc., cop. 1910.

Big Bass Viol. w., m., M. T. Bohannon, Waterson, Berlin, Sny-der Co., cop. 1910 by Ted Snyder

The Birth of Passion (Madame Sherry), w., Otto A. Hauerbach, m., Karl Hoschna, M. Witmark & Sons, cop. 1910.

By the Saskatchewan (The Pink Lady), w., C. M. S. McLellan, m.,

AGVA May Bolt Theatre Authority Unless Given Larger Cut of Benefit Coin

Hollywood, May 10. Dunn, national board member of American Guild of Variety Artists, here for local membership meeting of Guild told the 125 members assembled that AGVA has threatened to withdraw from Theatre Authority. Explanation of the

Explanation of the proposed walkout is that AGVA execs in N. Y. feel the guild is not getting a fair cut of coin collected by the TA for allocation to each guild a fair cut of coin collected by the TA for allocation to each guild within Associated Actors and Artistes of America for the charity needs of each. According to Dunn, TA reaped about \$80,000 last year in N. Y. alone and gave AGVA \$6,000.

\$6,000.

Before any member of any showbiz guild embraced within AAAA can play a benefit for any cause, the benefit must be okayed by TA which in turn takes a cut of the benefit's net, ranging from five to 15 percent. TA then, at end of year, distributes what it collects to various guilds within AAAA. The Authority is controlled by the Four A's.

A's.

Negotiations are still going on in Gotham, and if AGVA doesn't get considerable uppance in TA melon in the future, AGVA will exit setup, Dunn says. No other gulld within Four A's ever made a similar threat. Other gulld, Equity and American Federation of Radio Artists. If AGVA doesn't get a better slice of charity fund, Dunn will recommend AGVA here ankling local TA.

Prior to coming here Dunn at-

Ring local TA.

Prior to coming here, Dunn attended the Varlety Clubs International Annual Convention, in San Francisco where he made a deal whereby each Variety tent can promote free AGVA acts to put on shows for tent membership and various charities promoted by tents. Annually the showmen's organization will give AGVA flat \$20,000 for the privilege. AGVA will use the money for its insurance fund. Guild is trying to build up a kitty (now \$32,000 so it can give all members a \$1,000 death benefit policy for same dues rafe now paid by members. Policy would be same as that now given by Musicals' Local 47 here.

New Board Elected

New Board Elected

New Board Elected
The AGVA meeting elected a new local board, result of a charge that Florine Bale, recently transferred to N. Y. AGVA headquarters after long heading local office, had "rigged" last autumn's election. Irving Mazzei, who was Miss Bale's assistant and now is in same position under her successor here, Eddie Rio, last month openly charged her with manipulating the vote-count.
Membership reelected to board Danny Beck, Tiny Kelly and

Danny Beck, Tiny Kelly and George West. Bud Harris was elected to place held by Maxine

Gates. While meeting was in ses

Gates. While meeting was in session the membership appointed a six-member board to count the ballots. Motions to signature individual votes was voted down.

After board was installed, Rio made a brief spiel informing members that in the six weeks he has been bossing AGVA here he has nixed 22 so-called benefits which had sought use of AGVA talent. He okayed only eight such shows, and those acts which performed received \$25 each.

Rio also stated that at long last AGVA and American Federation of Musicians have reached peace terms on long dispute. According to Rio, James C. Petrillo has sent AGVA word that any time a musician has an act in which he puts aside his instrument and goes into a routine of another description he

sician has an act in which he puts aside his instrument and goes into a routine of another description he is fair-game for AGVA to line up for membership. Over that point, Petrillo ahd AGVA have feuded for three years.

Court Rules Agents Can't Confiscate Booze When Cafe Permits Are Revoked

Columbus, May 10.
Decision of Judge Joseph M.
Clifford, last January, that it is
unconstitutional for state agents
to confiscate liquor owned by tav-

to confiscate liquor owned by tavern operators whose permits have been revoked was upheld Monday (9) in second court of appeals. Ruling also upholds that owners, whose property was seized, are entitled to return of liquor of full compensation for any not returned. State thus is held liable for thousands of dallars in claber as result ands of dollars in claims as result of the decision,

Minsky Producing Burley Unit for Cafe Tour

Harold Minsky, who is to reopen the Carnival, N. Y., May 20, is preparing a unit for the Latin Casino, Philadelphia, with semi-burlesque format. Success of cafe and the Philly show will determine whether Minsky will branch out in other cafe operations. Deal is reportedly on for him to take over the defunct Florentine Gardens, Hollywood.

the defunct Florentine Gardens, Hollywood.

During the winter Minsky operated the Colonial Inn. Hallendale, Fla., to profitable returns.

So far, Minsky has not received his liquor license for the Carnival, but he figures he'll have no difficulty on that score. He's already spent \$80,000 refurbishing cafe, formerly operated by Nicky Blair.

Pearl Bailey has been signed for the Diamond Horseshoe, N. Y., starting May 22.

Salt Lake City, May 10.

Salt Lake City, May 10.

The "Days of '47 Rodeo," historic pageant depicting the emigration of the pioneers, is up in the air just now. Gene Autry's horses must have clean stables, under Health Department edict. The state wants the Sons and Daughters of the Pioneers, sponsors of the show, to foot a \$9,000 bill to renovate stable buildings, and also pay rental for the Fair Grounds for show scheduled for July 17 to 24.

Sponsors claim the state, as partner in the enterprise, should make the repairs.
The show has been a featured

spectacle through the years

Derby Fans Spark Louisville Cafe Biz

Plenty of night spots splurged on talent for Derby Week, giving visitors to the big race a choice of several where they could combine wagering in various forms with floorshow entertainment. Of course,

wagering in various forms with floorshow entertainment. Of course, some of the better spots like the Bluegrass Room and Club Iroquois, shun the gambling angle, and go in heavily for top talent and food and drink, topping off with elaborate Derby breakfasts.

Clubs offering floor shows through the Derby weekend were the Iroquois, with Martha Raye, Ben Yost Group, Ted Taft Debutantes, Marla McKay, Dwight Davis, Buddy Hisey orch with Bobby Paxton and Joyce Flake: Bluegrass Room, of Brown hotel, Joey Radin, Helene & Howard, Dennis & Darlene, Mavis Minns, Dale Cross orch: Colonial Gardens, Mary Frances Kincaid, Norman La-Sarr, Lester Oman, Lynn Baker, Johnny Schrader orch Post & Paddock.

Additional floorshows were of-

dock.
Additional floorshows were of-fered by the Trianon Club, Sky-line Club, Hillcrest Club, and Sil-ver Creek Country Club.

MOCAMBO, PHILLY, OPS **HELD IN TAX FRAUD**

Philadelphia, May 10.

Three operators of the defunct Mocambo Club were arraigned on charges of defrauding the city of

charges of defrauding the city of \$1,400 in wage taxes collected from employees of the nitery, but not turned over to the City treasury. Held in bail were Frank Peskin, prez of the Mocambo Corp.; Charles Mostoroy, veepee, and Herman Martinez. A special deputy of Taxes dept., currently in a drive to recover delinquent wage taxes, said the \$1,400 was withheld from the wages of 25 employees during 1946-47. The Philly wage tap is 1%.

Salt Lake Pageant Palladium, London, Completes Season's Roster of U. S. Name Headliners

Feds Arrest Chi Nitery Op On Counterfeiting Rap

Chicago, May 10. With the arrest of Irving Morris and Dixie Richmond here last week, Federal Secret Service agents believe that they have broken the counterfeit ring which

broken the counterfeit ring which has been flooding midwest niteries with "near perfect" \$20 bills. Selzed with them was nearly \$100,000 in spurious money. Couple was trapped by an agent who sald he would give \$30,000 of \$100,000 of the counterfeits. Latter officer made the contact in Morris' Tropical Nights bistro on the north side. Head of the bureau stated that over \$80,000 in the "funny money" had been passed in niteries in Chi area, but most of it was recovered. Agents are seeking out key members of the ring throughout other parts of the midwest.

Nat (King) Cole Slaps 25G Suit on Pitt Hotel, Alleging Racial Discrimination

Pittsburgh, May 10. Nat (King) Cole filed a \$25,000 damage suit here last week against Mayfair hotel for alleged discrimi-

Mayfair hotel for alleged discrimination against him.

Cole charged that on April 25 he was refused registration at the downtown inn because of his race.

Cole Trio was filling an engagement at Bill Green's at the time.

The Lebus Hotel management of California was named the defendant

Edelson Hired to Hypo Hilton's Chi Hotels

Chicago, May 10.
Alan Edelson, former flack for
Hildegarde, now headling his own
public relations firm here, will handle the Hilton Hotels to hypo Empire Room of the Palmer House
and Boulevard Room of the Stevens

Fred Townsend, p.a. for Palmer House and Audrey Lindgren at the Stevens, will continue in their posts, cooperating with Edelson on new ad-publicity campaigns

Ethel Smith's Dates

Ethel Smith's Dates

Paris, May 10.

Ethel Smith, currently at the Lido, has been booked to open tomorrow (12. at the ABC Theatre,
Brussels. She expects to return to
Paris after the Brussels date.

There's also a possibility that
Miss Smith may play several dates
in Spain if her salary in dollars
can be taken out of that country.

The U. S. headliners pacted to play the Palladium, London, have been set for the entire season, Among them are Allan Jones, following current run of Danny Kaye; Harpo Marx, Jimmy Durante, Dick Haymes, Abbott & Costello, and the Ink Spots. After the latter's run, house will return to annual pantomimes, which run until February.

The agency getting the majority of headliners set into that house is the Harry Foster office, which has been booking in conjunction with the William Morris agency. with the William Morris agency. Agency, this year, snagged all the top headliners with the exception of Allan Jones, booked by the Lew & Leslie Grade agency, and Kathryn Grayson-Johnny Johnston set by the Charles Munyard office, London.

London.

Leslie Macdonnell, Foster agency exec, is now in the U. S. ogling top talent for possible British engagements. Macdonnell emphasized that U. S. acts are permitted to take all their earnings out of Britain, with the exception of living expenses and British taxes. Ile leaves for London May 16.

JOHN SEBASTIAN'S TOUR OF ITALY IN CONCERTS

John Sebastian, the harmonic virtuoso, sails May 25 on the At-lanta (the old 22,000-ton Matsonia) lanta (the old 22,000-ton Matsonia) for Italy, where he will do concerts, music halls, etc. Plans being away three months with his wife and their five-year-old son. In effect, it's a "second honeymoon." Mrs. Sebastian was Jane Bishir professionally, having written for The Hartmans and others.

Hartmans and others,
Sebastian knows Italy through
longtime residence there white
training for the diplomatic service
when he had a State Dept. fellowship. The harmonica was avocational, "but the more I saw of socalled diplomacy," says Sebastian,
"the more I decided to make the
harmonica my profession."

Bebop 'Broadway Revue' Touring U.S.-German Zone

Frankfurt, May 3.

A French-American combination revue, "Broadway Revue of 1949," is touring the U. S. Zone. Highlight of the show is a U. S. trio. The Three Just Men, who specialize in bebop and Negro spirituals.

The trio—Ken Gordon, George Browne, Horace Dawson—previously filled spots in English, Swedish and Italian nightclubs. After their German engagement, they're slated to continue their continental tour, with appearances in Parls and the Riviera.

WALTER WINCHELL:

"Horatio Alger stuff . . . FRESH AS A NEW BORN."

VARIETY: "SHOWSTOPPER . . . SURE-

FIRE." NEW YORK POST: "Amazing . . . BRINGS DOWN THE HOUSE with his

songs and anecdotes."

SID SHALIT (Daily News):
"THE LIKELIEST BIG-TIMER
TO HIT THE LOCAL STAGES SINCE DANNY KAYE."

RADIO DAILY:

"THE MOST SENSATIONAL NEW COMIC TO COME UP SINCE MARTIN LEWIS."

LOUELLA PARSONS:

Calls him Broadway's NEWEST COMEDY FIND.

HARRY HIRSCHFIELD:

"GOALING THEM . . . Youth must be served.

BILLBOARD:

"BROUGHT YOCKS TIME AND AGAIN." MILTON BERLE:

Calls him "THE ONE-MAN MARX BROS."

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Currently ROXY, New York

TEXACO T.Y. MAY 17

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Press Rep.: MAL BRAYMAN, KAY NORTON

Midwest Houses Ready to Install Acts. Won't Wait on Petrillo's Decish

Chicago, May 10.

While James C. Petrillo still hasn't replied to Entertainment Mangers Assn's. request for a huddle on basic terms regarding the opening up of more vaude houses, several circuits are going ahead with plans to install stageshows, ops are amazed at the the revived interest in vaude shows, and attribute it directly to television, thouses, many houses not in video cities have been getting a raft of inquiries, as to wheh vaude will be set due to national publicity that video favorites are in their

Midwest division of RKO Theatres is scheduling stage attractions for the Orpheum in Champaign, Ill. and either RKO, Keith or Regent, in Grand Rapids, Mich. While at present these will be split bookings. Remodeled Main Street theatre Kansas City, is also on the agenda for shows. Stage atractions there will probably start early in July. There is also a possibility that Tower, K. C. will resume vaude soon.

Paramount's Minnesota Amus. Midwest division of RKO Thea-

vaude soon.

Paramount's Minnesota Amus.
Corp. is mulling stage attractions
for some of its lesser houses and
is asking Chi bookers set some
one-nighters and a few split dates,
perhaps testing various spots before going into larger scale operation.

In contrast, State in Cincinnati, which has had orch and disk policy which has had orch and disk policy for last several months has been disappointing in take and has temporarily cut from full week to weekends to see what happens. Colored house will decide this week as to what method to follow and might drop the stage attractions.

Martin Ankles Fischer

Guy Martin has resigned from Clifford C. Fischer's Agency to go into agency business for himself. He's currently dickering a Ne-gro unit to play the Scandinavian countries.

For Club Harlem, A. C.

Philadelphia, May 10.

Larry Steel has been signed to produce the shows at the Club Harlem, Atlantic City, Already booked for the spot are Valsida Snow, Billy Daniels and the Kon-

Show, Birly Daniels and the Kongoroos, an acro-dance act.

Steel is dickering with Count
Basie for a summer date there.
Maestro played there last summer.

Talent Scarce, So L. A. Million Dollar Drops Vaude for 6 Weeks

Los Angeles, May 10.

Los Angeles, May 10.

Scarcity of talent is forcing the Million Dollar Theatre, town's only vaudfilmer, into a six-week hiatus from stageshows. Charlie Ventura, who opens today with his bebop crew, will ring down the curtain on vaude here next week until June 21. House dropped talent last fall for the five weeks preceding Christmas, but has been maintaining a steady policy since.

Openator Sherrill Corwin has a name lineup set beginning with the June 21 reopening date with The Ravens will supply supporting acts and orch and split 50-50 with the house after the first \$2,500 is extracted for exploitation purposes.

After that, Corwin has lined up T-Bone Walker and combo at flat \$1,750 for week of June 28. Ella Fitzgerald, on \$2,500 salary is set for July 5 and King Cole Trio July 12. Latter brings in own show, splitting evenly with house from first dollar.

July 19 will be headed by Sugar Chile Robinson. Negro monpet

July 19 will be headed by Sugar Chile Robinson, Negro moppet pianist, at \$3,500 and Woody Her-man and Lionel Hampton crews are inked for successive weeks, each getting 50-50 split of the gross.

Cover Charges Lift Salary Tab of Lena Horne in S.F.

Hollywood, May 10.

Lena Horne's four-weeker at the Venetian room of Fairmont hotel, San Francisco, was paid off by the cover charge revenue alone. In at \$4,000 weekly, she averaged 500 attendees nightly at \$1.50 and 700 Saturdays at \$2.

Harry Richman opens there tonight

Union, Walters in Hassle Over Salary Security For Acts Playing San Juan, N.Y.

Lou Walters, who installed a stageshow policy at the San Juan theatre (ne Audubon), may close the house Friday (13) because of a dispute with the American Guild of Variety Artists. Row stems over the posting of a bond. Walters declared that the heart is heart of the property of the policy of the control o the posting of a bond. Walters de-clares that he has been in business long enough to warrant being trusted by acts and the union. However, AGVA officials declare that the union rule is that all in-dependent theatres and cafe-own-ers must post a bond to cover sal-aries of acts. Only clubs and the-atres exempt from rule are circuit houses and chain hotels.

houses and chain hotels.

AGVA field men last week threatened to close the house, but a last minute temporary compromise was reached by having Walters post salaries in advance with the guild. This was done for the first two show; but AGVA officials now seek to have a complete bond posted and Walters sign a minimum, basic argenment. minimum basic agreement.

Walters stated he offered to let Walters stated he offered to let the union hold a considerable amount of U. S. Savings Bonds in lieu of a cash bond, but guild demands cash on the line. He also cited that Equity has a preferred list of producers not required to post bond, and figured he should be given similar listing by AGVA. Closing of the San Juan would not affect Walters' operation of the Latin Quarter, N. Y. nitery.

Juanita Hall doubling from "South Pacific" to the Cafe Society, N. Y., May 17.

24 Houses of Schine Circuit **Dropping Vaude Bills for Summer**

Chi Highway Expansion Slices Burleys, Niteries Chicago, May 10.

First move in condemnation of First move in condemnation of property along the eastern link of the Congress St. superhighway was filed last week in Cook County circuit court. Petition by the city asked that 20 feet of both sides of Congress between Michigan Blvd. and State Street be appropriated to widen road.

If the petition is granted, Congress hotel would lose 20 feet of its main floor, which includes the Glass Hat nitery. Also affected would be several burlesque houses and several stripteaser cafes.

Albany Sustains Verdict For Dancer in Injury On Legal Technicality

On Legal Technicality

Albany, May 10.

The appellate division has upheld a workman's compensation award of \$275 to Sonia Berman, ballet dancer and variety artist, for a fractured foot suffered while performing in the floor show at Murray's Inn (outside Albany) three years ago.

James Barone, operator of the nightclub, appealed a referee's award on the ground Miss Berman was an independent contractor, and as such was stopped from colecting damages under the Workmen's Compensation Act.

In upholding the award, the appellate division said: "There was some evidence of the employer's supervision and control over the claimant as to the time and placement of her presentation, and in cooperating with its musical accompaniment. This, together with the provisions of her contract and the rules and regulations of her labor union, incorporated therein by reference, sustains the decision of the board."

warm weather and daylight saving time has resulted in cancellation of vaude in all but four houses of the Schine circuit. With the exception of the Avon theatre, Watertown; Giove, Gloversville, Ben Ali, Lexington, and the Strand Milford, Pa., 24 houses comprising 67 days of playing time will drop stageshows for the summer. About 100 acts weekly are affected by the shutdown.

Al Dow, of the Al & Belle Dow.

shutdown.

Al Dow, of the Al & Belle Dow agency, which books the houses, said he will confer this week with the Schine officials on next season's plans. Dow expects more houses to be added in autumn insamuch as the vaude experiment proved successful thus far.

Circuit played low-budgeted non-name shows. Although it was originally presumed that the chain went into flesh operations because of the U. S. Government decree forcing it to disband monopolies in norcing it to dispand monopoles in many towns where it operated, toppers have held that variety operations were started because they
wanted to give the policy a trial.
According to Dow, Gus Lampe, the
circuit's g.m., expressed satisfaction
with the operation.

Dow office was notified of the change of policy on Friday (6) and had to cancel out several shows which it had booked in advance.

which it had booked in advance.

The Dow office is booking houses of Walter Reade circuit which will continue throughout summer in its New Jersey situations. St. James theatre, Asbury Park, will install vaude July 1, playing seven-act bills.

N.Y. Royal Roost Folds

The Royal Roost, the first N. Y. cafe to go on a bop policy, closed last week after a session of lean pickings.

pickings.

Spot, operated by Ralph Watkins and Monte Kay, recently shifted to a name policy with Nellie Lutcher headlining, but competition from their nearby Bop City proved too much.

Thanks to THE WILLIAM MORRIS AGENCY For Everything

JACKIE MILES

AGVA Elects 50 Delegates to Chi Meet On Light Vote, 1,501 Ballots Cast

wates to the June 6 convention of the American Guild of Variety Artists has been completed and a slate of 50 has been selected. According to AGVA spokesman, 1.501 ballots were cast out of the 10.000 sent out. About 2,000 were re-

ballots were cast out of the 10,000 sent out. About 2,000 were returned because of wrong addresses. New York delegation to the convention to be held for three days at the Sherman hotel. Chicago, comprises Jerry Baker, Jackle Bright, Margie Coate, Chick Darrow, Henry Dunn, Bob Fitzgerald, Lena Horne, Phil Irving, Georgie Price and Joe Smith. Chicago delegates are Billy Carr, Ray Conlin, Sr.; Jack Gwynne, Hap Hazard and Frances Kay. A tie vote between Ray Conlin, Jr., and Joe Wallace is still to be resolved. Hollywood representation will consist of Jean Arthur (not the filmster), Danny Beck, Harry Mendoza, Jack Muhall, Rex Weber, George West. Other delegates are Eleanore Ireland, Baltimore; Jack Edwards, Billy Kelly, Boston; Bob Logan, Lenny Paige, Buffalo; Lester Latke, Cincinnati; Bob Ellsworth, Cleveland; Billy Ogden, Columbus, Hugh O'Neal, Dallas; Al Sharpe, Denver; Al Mack, Al Tucker, Detroit; Walter Graham, Kansas City, Alan Gale, Miami; Jimmy More, Montreal; Phil Brito, Newark;

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Balloting for the election of dele-tates to the June 6 convention of the American Guild of Variety Art-sis has been completed and a late of 50 has been selected. Ac-ording to AGVA spokesman, 1.50 adlots were cast out of the 10.000

60-WAGON CIRCUS HITTING IRISH ROAD

Dublin, April 26.

Jeserich's Circus, biggest tent
moved out to open the season this
week. The 60-wagon outfit, formerly owned by Recco Bros., was
bought by an Irish group last fall
and enlarged for the current season. Several continental acts have son, Several continental acts have been imported and show is being handled by Jeserich, who formerly operated tent shows in Germany until about 10 years ago.

Talent bill at around \$3,000 per week is high for this country where teads are small with compared.

week is high for this country where stands are small, with comparatively few two-day and longer stopovers. Longest stand will be Dublin itself, where a two-week stand, with an optioned holdover, has been fixed for late summer. Other main circus outfits which have gone on the road this year are Duffy's and Fossett's, two oldestablished family setups.

established family setups.

Write to those who are ill.

Midwest Dates

Chicago, May 10.

Harmonicats opened at Kin-Wa-Low's, Toledo yesterday (9).

Dick Contino unit booked for National Theatre, Louisville, June 2, and after tour of one-nighters into the Circle, Indianapolis, June 15.

Pat Patrick signed for Lake Club, Springfield, Ill., May 27.

Ginger Kinney does a repeat at the Esquire Club, Wichita, Kans., June 10... Milo Stelt and Eddie Hall of Billboard Attractions pacting deals with hinterland spots of Iowa and Minnesota. Former Olsen & Johnson troupers have formed new unit, "Nitwits of 1949." which opens at Flame Club, St. Paul. May 20.

Leo De Lyon, comic, plays first Chicago, May 10.

May 20.

Leo De Lyon, comic, plays first midwest date at the Nicollet Hotel. Minneapolis, May 13 with Lou Holtz following for two weeks beginning May 20 RKO is adding vaude in Grand Rapids, Mich., and Champaign, Ill... Al Borde returning to office after two-months hiatus on Coast.

\$1,000,000 Canton Arena

Canton, O., May 10.
City Council is taking steps toward construction on a \$1,000,000 municipal stadium to house boxing, basketball, hockey and stage shows.

Arena will seat 6,000 and have parking space for 400 cars. Construction is expected to start this year.

Carl Ravazza set at Beverly Hills Country Club, Newport, Ky., May 12.



Saranac Lake

By Happy Benway

By Happy Benway
Saranac Lake, N. Y., May 10.
Health centers of the Adironidacks are well represented in politics and show business. A. B.
"Tony" Anderson, Mayor of Saranac Lake, is manager of the local Schine Pontiac theatre, while E.
G. Dodds, manager of the Palace theatre, is Mayor of Lake Placid.
Sig Mealy (Weich, Mealy & Montrose), who has been too long in the infirmary, handed good clinic report.

in the infir clinic report.

After being shuttered all win-ter, Hennessey's nitery here re-opened in gala style. Three Har-mony Aces are featured. Spot is now under management of Al and, Helen Schroeter.

Top progress has upped Doris Carey for meals and mild exercise.

Ben Schaffer left for N. Y. C. on a 10-day furlough, where he'll gander shows and mitt gang at the NVA.

Dr. William Stern, Will Rogers medico off to Flushing, L. I., for medical conferences.

Sam LaBalbo, theatre manager from Onieda, N. Y., checked in last week for rest period and observation.

rne Adirondack Community Concerts Assn. has elected T. B. Cantwell, prez: Carl Gronemeijer, veepee; A. B. Anderson, treas, and Mrs. Frederick Cord, sec'y. They are now booking talent for coming season. Adirondack Community

Local paper, Adirondack Daily Enterprise, has been taken over by Frederick H. Kury, formerly an editor with Scripps-Howard news-

AGVA, PHILLY AGENTS REACH ANOTHER TRUCE

Philadelphia, May 10.

second revolt against American Guild of Variety Artists In Philadelphia by two major agency groups was abated this week when the percenters agreed to when the percenters agreed to abide by an agreement reached last month. Jimmy Lyons, AGVA eastern regional director, who met Monday (9) with toppers of Variety Bookers Assn. and Entertainment Managers Assn., said both groups have agreed to post \$250 in escrow with the union. AGVA will Issue franchises to agents, and when all are franchised the "good will" \$250 will be refunded.

After presumable accordance of

good will be refunded.

After presumable acceptance of
this agreement on April 14, memberships of the agency organizations falled to ratify it. However,
Lyons told the agents' reps they
would be able to appeal local decisions to national AGVA board.

Agents revolute because of

Agents to national AGVA board.
Agents revolted because of
AGVA's naming Dick Jones Philly
rep. Many declared that they would
not deal with him and preferred to
deal with the national office direct. Right to appeal to the national office is seen as an effective
compromise and no further compromise and no further trouble is expected.

Cafe Owners Fined \$100 For Liquor Sales to Minors

Pittsburgh, May 10.

Pittsburgh, May 10.

Alex Shussett and Elizabeth Sabo, owners of Mercur's Music Bar, were fined \$100 each and court costs for serving liquor to minors. They told Judge Henry X. O'Brien in a non-jury trial that they were merely owners of the building, and had nothing to do with the operation of the cafe. Shussett and Miss Sabo also denied statements of Liquor Control Board agents that they visited the bar during "Mrs. America" contest last summer and found booze being served to "dozens of girls under 21."

Charges previously had resulted

charges previously had resulted in 60-day liquor license suspension by Mercur's, but before that de-cision was handed down spot was destroyed by fire in February, with damages amounting to \$80,000. Place has not been rebuilt.

N. Y. Statler Sets Kave

Sammy Kaye's orchestra will play the Statler hotel. New York, next fall, a booking the maestro has always wanted when the Statler was the Pennsylvania. Kaye opens No. 14 for five weeks, following Vaugin Monroe, who debuts in October. Monroe's date is also a first at the Statler.

Kaye in previous years has played the Astor, Commodore and New Yorker, botels, in N. Y.

Circus Setting 'Breakfast' Matinee for. Pres. Truman

Washington, May 10. Possibility that President Tru-man will attend a special morning show adds interest to preeming of Ringling Brothers-Barnum & Bail-ey outdoor season next Tuesday

When the Secret Service turned thumbs down on an invitation from from Ringlings for circus fan Truman to attend a show during the Washington run, canny Ringling flacks immediately offered to arrange a private ayem performance for the White House parly. Prexy hasn't accepted, but he hasn't said "no" either, so the circus crowd is still hoping.

The hig show is reversing its last When the Secret Service turned

The big show is reversing its last year pattern, when it played the town to capacity crowds for only three days, and extending run to five days. In previous years, this was a full week's stand.

As usual, show will converge on city from two directions, with per-formers and animals coming in from Boston, and outdoor equip-ment training north from Sarasota,

ARNOLD'S ICER CLICKS IN SPAIN, PORTUGAL

Lisbon, May 3.

Tom Arnold's Ice Revue has been touring the Iberica peninsula since last October under sponsoriship of Spanish in spresario Joaquim Gasa and in seven months has been playing Madrid, Barcelona, Valencia, Saragoza and now Lisbon. Late In May it will go to Oporto and then again into Spain for the summer, where it will play in open-air arenas until fall. Director Gerald Palmer claims tour has been a financial, and artistic success.

Principal skaters are Joe White-house (Australia) and Diana Graf-ton (U. S.); Mary Stacey (England); Bill Davies (Canada); Beth Whit-tington (England); Guy Pigier (France); Ken Bayley (England); Manley Bros. (Denmark); Larry Kemble (U. S.) and Topper Martin (England), plus a large line of Principal skaters are Joe White-(England), plus a large line of skaters from England, U. S. and Canada.

Charles McGrail is manager for Charles McGrail is manager for the continent, assisted by Hans White, Maurice Tourneur, Peter Dancaster and Bill Davies. The dances have been arranged by Beatrice Livesey.

Unit Policy for Hipp On Million \$ Pier, A. C.

Philadelphia. May 10.

Philadelphia. May 10.

The Hippodrome on the Million
Dollar Pier, Atlantic City, will play
tab units during the summer, according to Jolly Joyce agency here.

The "Hawalian Paradise" troupe
is booked for June 10, and the
second booking will be Dr. Neff's
Mystery and Spook show. Officially the Hipp will open June 3, when
Joyce plans to launch his "Modern
Minstrels," patterned somewhat
after Steel Pier minstrels of rels," patterned some Steel Pier minstrels yesteryear.

yesteryear.

Present plans call for the tab shows to play six days a week. Mondays being kept open. Monday date will be filled by Elmer and Pete Newman's "Hayloft Hoedown." featuring the Murray Sisters and the Steepy Hollow Gang. WFIL-ABC net hillbilly unit. Joyce is deliberately booking the unit type entertainment to avoid conflict with the name acts and bands playing Steel Pier during the summer season.

Balladeer Josh White does his sixth Town Hall, N. Y., concert Saturday night, May 21.

Hope's Peak 870G In Vaude Tours

Bob Hope reported that his two cross-country tours this year grossed more than \$870,000. His third junket later in the year is expected to holst the total far be-yond the million mark.

Comic and troupe traveled about. 25,000 miles and played to more than 450,000 paid admissions in 70 performances in 55 cities.

Blade Show for Chi Fair Chicago, May 10.

Vorhees & Fieckles Fair Co. will produce an Ice show for the Chi Rallroad Fair, to be presented six times daily, seven days a week, from June 25 through Oct. 2.

Show will have 15 skaters, and will be staged in Swiss chalet style with seating capacity for 1,500 persons. Admission scale not set as



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Empire Room. Chi (PALMER HOUSE)

Chicago, May 5.
Tony & Sally DeMarco, May 5.
Tony & Sally DeMarco, Margoret
Phelan, Peiro Bros. (2), Merriel
Abbott Daucers (10), Ted Stracter
Orch (12); \$3.50 minimum, \$1
cover.

Back to expanded layout after solo act presentations of the past few months, Empire Room's cur-rent bill aims at all tastes. De-Marcos live-year absence from Chi may have been reason for their prolonged routines on opening

may have been reason for their prolonged routines on opening night.

Tony & Sally DeMarco, easily top-leaguers among terpteams, breeze through 'Holiday For Strings' and 'Tleo-Tico.' steking to expert floorwork instead of relying on aero-technics. A soft-shee medley and 'Beguine' enable couple to display versatility, at the same time maintaining consistent poise and polish. Encore, minus Ted Straeter's backing, has cross-firing gab while terping, which makes for a nonchalant exit.

Singer Margaret Phelan, on her first Chi engagement, captivated onlookers with her easy manner and well-trained pipes, from 'Ouvre Toncocur' as an opener, to 'Wonderful Guy.' Brunet looker runs gamut of light opera to show tunes in click fashion.

Peiro Bros, sprinkle comedics into an otherwise standard juggling routine for socko results.

Merriel Abbott comes through with two slick line numbers, in which each gal dressed as a bird, does neat solo, garnering hefty applause. Ted Straeter's orch backs show neatly and dishes out danceable tunes.

Cafe Bouge, N. Y. (HOTEL STATLER)

Eddy Howard Orch (13); no minimum; cover \$1.50-\$2.

Eschewing behop and fancy arrangements, band of warbler-composer Eddy Howard plays it straight and schmaltzy for the mixed trade of the Hotel Statler's Cafe Rouze. Replacing Jimmy Dorsey at this plush rose decored room, Howard's outiff is a danceable combo that's built around three rhythm, five brass and five reed—same makeup as it used at a stand early last vear at the Hotel Commodore, N. Y.

While Howard leans heavily toward the oldles and waltzes, he's at his best with fast, racy numbers that are embellished with an occasional riff from the trimpets. An ingratiating leader, Howard croons about every other number in a slick, friendly baritone.

Sweet Idiom is ideal for the older clientele at this hostelry, yet the band's style is sufficiently versaille to satisfy the college set. Organized in the midwest about eight years ago, the band was then built around Howard's singing prowess. Foundation of the crew was a firn one for the mastre, is atil solid in the vocal department.

Although warmer weather will not rade at hotel spots. Howard's

atill solid in the vocal department. Although warmer weather will niv trade at hotel spots. Howards popularity on disks should provide a partial cushion to a customer slump since buyers of his platters represent a large slice of potential payees. On the whole Howards success is understandable inasmuch as his band never abuses the melody as do so many of his contemporaries.

Village Barn, N. Y.

Red Ingle Orch (7) with Karen Tedder; The Vernettes (2), Sing-ing Road Agent, Al Nystrom Trio; \$2 minimum.

Returning to this Greenwich Village spot after completing a cross-country tour. Red Ingle and his combo carries the main load of the Village Barn's new layout. Although the current floorshow is cropped shorter than usual, supporting two acts maintain nitery's ren for combining standard turns with amusingly corny atmosphere and country games.

Ingle's combo has a zany style of hashing up musical numbers with the usual trappings of prattfalls, hokey garb, off-key instrumentation and twangy choral vocalizing. Septet shows neat pacing in delivering its highlinks, and while it's roughhouse stuff, keeps within the bounds of good taste for the family trade, Band's your-

the family trade Band's for the family trade, Band's vocul-let, Karen Tedder, blends well into this setup with her hillbilly ver-sion of "Temptation." Her warbling of more conventional ballads, while okay, loses impact due to the gen-eral comedy flavor of her back-ground.

trick in which the man does a handstand on a pile of blocks and then gradually works himself down to the floor. Opening the show, the Singing Road Agent, a baritone garbed in a black cowbey suit and a mask, renders some conventional romantic numbers with a strong set of pipes. His repertory, however, has no relationship with his getup and one or the other should be changed.

Al Nystrom trio, a solid rhythm outfit featuring a standout guitarist, alternate on the bandstand for the customer hoofing. Ingles orch, playing straight, also dish up firstrate Dixieland jazz during the show interludes.

Ritz Cafe. Montreal

Montreal, May 4.

Sury Solidor, with George Kent piano; cover \$1, no minimum.

Long established as the town's top hostelry, the new management of the Ritz makes a further bid for carriage trade with the innovation of entertainment in its returbished cafe. Their choice of Suzy Solidor for the opener was a click from the start, with chanteuse appealing to both the French and English patronage.

Doing practically all her songs in French with English intros, songstress does a strong 40-minute stint, mixing her 10 numbers with a couple of dramatic poems that set well with audience. Her Britany sea chantees score heavily, and such numbers as "Le P'tit Rat de Opera" ("The Ballet Dancer"), "The Dancer is a Creole" and "If You Want to Know" gets solid reaction, with "Le Vie en Rose" as encore and a beg-off.

This type of entertainment is filling a much needed want in the town's night life and the personal touch that Miss Solidor adds wither table hopping is paying off. Opening night crowd more or less cramped her style, and present stage could be enlarged for better effects. George Kent rates a nod for his piano aecomps. Newt.

Kent rates a newt. for his piano accomps.

Club Carnival, Mpls.

Minneapolis, May 7.

Mel Torme (2), Jean Carroll, erry Martin Orch (12); \$2.50

In Mel Torme and Jean Carroll this show has a pair of sterling performers and it registers nicely, but probably not so well as it might with better pacing, lighting and routining. In short, the fine talents on tap could be better sold.

talents on tap could be better sold. With his slick personality and exuberance. Torme, making his first Minneapolis appearance, lands solidly. He is on firm footing with his dialect comedy stuff as well as his vocalizing that has sent his platters into the best-selfing brackets. And he tops it all with sock cyclonic manipulation of the drumsticks.

Good material and rare skill at putting it over put singing comedienne Miss Carroll Into the showstopping class here. Much of the

dienne Miss Carroll Into the showstopping class here. Much of the
material may be of ancient vintage,
but most of it has at least new
twists and for all that counts she
passes the test of keeping the customers laughing almost continuously. Her singing, too, leaves
nothing to be desired.

Better routining might have resulted from the insertion of a band
number between Miss Carroll and
Torme, who follows her. Spotlighting also could have been used to
advantage on both of them. Perry
Martin, cings well and tronts a
first-rate band. Room full at dinner show caught.

Normandie Boof. Mont'l

(MOUNT ROYAL HOTEL)
Montreal, May 6.
Irwin Corey, Alau & Blanche
Lund, Buddy Clarke orch 1121,
Max Chamitov Trio; cover \$1-\$1.50.

Stepping up pace after several weeks of so-so layouts. Normandie Roof makes a strong bid for the late trade with the satire of Irwin Corey and the ballroomology of Man & Blanche Lund.

Lunds open show and win salvos for smooth terping, mixing routines well and bowing off with a slick soft-shoe number for plaudits.

dits.

Irwin Corey ambles onto the foor in a baggy frock coat, strictie and sneakers. With a voice the best Oxford tradition, and the best Oxford tradition, and the footbloomse, he breaks to the footbloomse. ist. Karen Tedder, blends well into the best Oxford tradition, and a this setup with her hillbilly version of "Temptation." Her warbling of more conventional ballads, while okay, loses impact due to the general comedy flavor of her background.

The Vernettes deliver smart juggles of the atom. He garners plenty of the atom. The vernettes deliver smart juggles, working with hoops, balls and tenpins. Femme and male member of the duo each take solo turns in executing the stunts after the state of the state of the duo each take solo turns in executing the stunts after the state of the duored ansaparation, with the Charles of the winds on a good acrobatic tradition.

Coq Rouge, N. Y.

Sara Ann McCabe, Ernie Wart Orch, Oscar Calvet Trio; \$2

The Coq Rouge for many years has been an effective showcase for temme singers. The room has introed debs taking a flier in show biz as well as promising unknowns. Spot is now veering to standard performers with Sara Ann McCabe's engagement.

Miss McCabe does particularly well here. She registers with hep song selections and a migratory mike stint with plenty cooperation from ringsiders. Songstress wisely depends on show tunes to a large extent. They're run off with sufficient dramatic content sans extravagant gestures and are pitched in a manner to command attention.

One of the major attractions in this room for many years has been the society and rhimba relief bands. The Ernie Warren group and the Oscar Calvet trio, with two unbilled femme Singers, provide a svette brand of dansapation.

Boulevard Room, Chi (STEVENS HOTEL)

. Chicago, May

Chicago, May 4.

Betty Atkinson, Chuck Hain,
Brinckmann Sisters (2), Charles
& Lucille, Gerry & Bob DuRay,
Jack Raffoer, Jerry Mapes, Wonder Wheelers (3), Gloria Bondy,
Martha Collins, Buddy Rust, Boulevard Dears (6), Frankie Masters
Orch (13) with Physlis Myles and
Tommy Traynor, minimum \$3.50;
cover \$1.55.

Current ice show at the Boule-vard Room tops previous efforts with tighter pace, better costum-ing, and fine routining. Instead of merely presenting the acts, Doro-thie Littlefield, stager, has woven production together with a circus Show tees off with orchestra and

Show tees off with orchestra and cast parading through the room and onto the stage. Aero clowns, Gerry and Bobby DuRay, do flips while dance floor rolls back to reveal ice rink. Charles and Lucille, hold-overs, score with panto version of high-wire act. Brinckmann Sisters, nitry lookers, garner chuckles imitating French poodles. Jack Raftloer and Jerry Mapes click in a precision routine.

Martha Collins registers as the unhappy tattooed lady with skating aspirations which has Betty Atkinson and Chuck Hain, in a dream sequence, doing terrific lifts. Miss Atkinson, in solo spot, gets best response for drum majorette offering with neat single-hand cartwheel finale. Wonder Wheelers almost steal the show with comedy cycling act, using regular bikes and unicycle. Glorla Bondy and Buddy Rust impress with their blade work and six-gal line does neatly in their routines. Frankle Masters makes an excellent barker with his orch pouring out lively big-top tunes. Tommy Traynor does nicely on the vocals.

Bop City. N. Y. (FOLLOWUP)

King Cole trio and songstress ine Christy bounced into this istion of "modern progressive bastion jazz" la on of "modern progressive last week replacing Ella Fitz-d. Although the Cole unit jazz' last week 1510 the Cole unit gerald. Although the Cole unit and Miss Christy prove they carr bop with the best of 'em via one or two numbers in that genre, both rely upon their standard re-Despite its billing as a trio the

pertoires.

Despite its billing as a trio the Cole group has four members—
piano, guitar, bass and bongo. With Nat Cole at the piano and also handling the vocaling, the outfit sells nicely with everything from "Portrait of Jennie" to "Sweet Lorraine." Bongo player is a strong novelty with his spirited thumping.

Rounding out the bill are Machito's Afro-Cuban band, which generates plenty of heat, and Milt Jackson's small combo, both of whom are holdovers from the previous show. Booking of Cole and Miss Christy (New Acts) might be an indication of a shortage of bonafide boppers. Change of pace, however, appeared to be welcomed even by the addicts.

Gilb.

Flame Room, Mpls.
(HOTEL RADISSON)
(FOLLOWUP)

Minneapolis, May 1.

This is a neat entertaining, layout well suited for the room. Elizabeth Talbot-Martin with satirical
impressions has built a local following from several previous appearances. She's back with the
same sparkle, charm and mimicry
talent which clicks.

Her good humor and ability to
create the impression she's having
as good a time as the customers
make for all-around conviviality.

She's particularly solid in her Im-

New Acts

MARION HARRIS, JR. 20 Mins

Songs 20 Mins.
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Perhaps the Douglas Fairbanks, Jr., analogy best points that up; and certainly it's debatable how many second-generation film fans ever saw the original Doug.

However, having achieved her purpose of a showcasing, Miss Harris, Jr., makes much of her opportunity albeit spottily betimes. The opener, "I'm a Big Girl Now," belabors the point of heritage, as do reprises of "More Than You Know" and "Ooh That Kiss," created by her mother. More to the point is the fact that Marion, Jr., does quite all right with them on her own, just as she does with the skillful medleys of the "South Pacific" and "Kiss Me Kate" scores. She mentions she "never saw South Pacific but wish I did," which is a charmingly frank throw-away line, but considering the expert mannerisms that go with them she might just as well not be that frank since the impressions are fetchingly authoritative.

Miss Harris is no novice. She's played London niteries; studied dramatics at the Royal Academy; appeared in a straight role in Universal's "Kiss the Blood Off My Hands," toured with Ed Wynn and Phil Baker in their recent vaudery, and appeared in a lesser bit role with Baker at the Roxy, on Broadway, recently. But this is her first big solo opportunity. She is an Anna Sosenko-Hildegarde protegee, both being responsible not only for her Cafe Lounge (Savoy-Plaza) showcase, which first spotlighted the Milwaukee chantoosey, but Miss Sosenko is mentoring her same token Phil Baker made her premiere night a gala with his personal assist. But stripped of all this, Marion Harris, Jr. (or Marilyn Williams, which is her name in private life! shapes up as a very likely soloist in the class saloon cirguit. this, Marion Harris, Jr. for Marilyn Williams, which is her name in private life shapes up as a very likely soloist in the class saloon circuit.

has personality and pro-

pression of Hildegarde, engaging in amusing banter with patrons as she makes the rounds of the tables. Various hair-dos are employed to create some stricking factal resemblances during impreshes of Katherine Hepburn, Mrs. Eleanor Roosevelt and Ingrid Bergman.

Jimmy Carroll, seated at a piano, rattles off songs from "Show Boat," "Brigadoon" and "Finian's Rainbow," along with such pop numbers as "Galway Bay" in a manner that's satisfying. He has a good voice and a wise choice of

Danny Ferguson scores at the keyboard as he conducts his or-chestra for guest dancing and the show. Room well-filled for dinner

Terrace. Mpls. (Hotel Nicollet) Minneapolis, May 4.

Carlos Molina Orch (12) with Bobby Rivera, Ann Ayers; Raul & Eva Reyes; \$2.50 minimum.

Carlos Molina orchestra is familiar here from previous visits at other spots and retures in its usual fine Latin-American fettle, providing lively music that's ear-tickling and also enhances customer dancing enjoyment. Comprising four saxes, three vioilias, one brass and three rhythm, outfit dispenses melodic fare that's smooth and snappy. Does nicely on such Latin tunes as "Rhumba Rhapsody" and "Enojado" as well as "Slow Boat to China," "Nocturne" and "Moonlight Madonna." Bobby Rivera is solid on "Babalu," "Burca" and "Saravanda." Ann Ayers confines stint to the sure-fire current pops. Raul & Eve Reyes, ballroomologists, work for 40 minutes, and even that isn't too much. Their top-spinning bit and their whirls are exciting, but they get away, from the conventional and run-of-Carlos Molina orchestra is famil-

fessional know-how. She has authority and is a decorative addenda to any smart cafe. She has been more or less expertly routined. Perhaps with time she will play her maternal heritage obliquely by more studiously throwing away the takeoffs on her late mother, than by too patently utilizing that as a prime stock-in-trade, Miss Miller gets able assist from her special accompanist, Bob Frann, who also did a tiptop arranging job, and from Irving Conn's svelte sextet which dispenses a versatile and brisk brand of "seciety" dansapation. Abel.

LESLIE BROS (2). Comedy 15 Mins. Havana-Madrid, N. Y.

Havana-Madrid, N. Y.
Leslie Bros. are a young, personable comedy team who still need considerable seasoning before rating in the top cafes. In their first Broadway date at this rhumbatorium, the lads make a nice impression by dint of their zestfulness, but their material is slightly frayed by age at the edges and definitely sags in the center due to off-timing in delivery. Yet, if they jettisoned about three-quarters of their current routine for a less familiar repertory of gags, this due accusive about three-quarters of their current routine for a less familiar repertory of gags, this due could exploit an evident comedy-vocalizing flair for promising re-sults

vocalizing flair for promising results.

Their entree with a duetted lyric, "Is There a Talent Scout in the House," gets them oft to's flat start. The segue into a series of impressions is handled more brightly but, once again, it's that same old gallery of carbons of Durante, Lorre, et al. They also make too much of those ga-ga bughouse anties which can be easily overdone. In their bow-off "French professor" number, they try for a laugh with the "oui, oui" phrase which used to be funny way back.

JUNE CHRISTY Sivging City, N. Y.

A vocalist with Stan Kenton be-fore the batoner broke up his band last winter, lissome June Christy is now doing a single. Blonde, young and vivacious, she has a wide fol-lowing among the college and high school-set reaped chiefly through her Capitol recordings and tours with Kenton.

her Capitol recordings and tours with Kenton.

Miss Christy has a coy, plaintive delivery which she uses effectively on such tunes as "I Got a Guy" and "I Cover the Waterfront." With a nod to this house of "modern progressive jazz," she winds here with a number in the behop idiom. Her tricky tones, combined with her visual attributes seem to be all necessary to qualify the songstress for most vaude or cafe bookings.

Gibb.

the-mill routines with such comedic stepping interludes as "Blow the Horn" and "Shooing the Liule," which, with their body gyrations, mugging, clowning and hip-swing-ing, are show stoppers. ow the Lule."

A well-filled room at the dinner ow, Recs.

Bucharest. Montreal

Montreal, May 7.

Claudia Jordan, Rene Castelar, Hamilton Dancers (3), Will Skin-ner Orch (3); cover, \$2.

Under capable direction of Carol Grauer, who built a reputation and following at the now extinct Samovar, this spot is now one of Montreal's top rooms. In line with the present vogue for dance groups current layout is headed by the Hamilton Dancers, two attractive femmes and a guy. Trio is from "Inside USA" company with Hamilton handling the choreography. Group does two numbers a satire on the East Indian terpers and a trim West Indian dance. Simple. but effective, costumes point up both.

Claudia Jordan, brunet thrush

but effective, costumes and both.

Claudia Jordan, brunet thrush with nifty pipes, scores with spirltuals, breaking up the pace with torchants such as "More Than You Know" and "Body and Soul." Rene Castelar, robust tenor, gives out in heroic vein with "Granada" and operatic arias for good returns. Familiar to the local concert fans he dispenses with the mike for better tone in a room of this size. Will Skinner's orch backs show expertly and dishes out neatly for customer terping.

New C. pertly and dishes customer terping.

Curtis Joins Rickard Agey

Jimmy Curtis, currently with Loew vaude booking dept., switches to the Al Rickard Agency. May 16. He'll assist, Rickard and Bill Mack in setting talent for theatres.

House Reviews

Strand, N. V.

Ted Lewis Orch (12), with Geraldine Du Bois, Reed Sis 131, Poul white, Etroy Peace: "Flamingo Road" (WB), reviewed in Variety Geris & 40

Ted Lewis remains one of the phenomena of show biz and a superior entertainer that has survived an era heavily endowed with great names. He has a top blend of carries with him a retinue of entertainers worthy of the cum laude acclaim accorded him from the audience.

Lewis gets a top rating in another respect. He's one of the few performers who stayed on top sole ythrough vaude and cafe appearances. He doesn't rely on radio, disks or films—just In-person entertainment—although he has had his share of these too.

There's little need for him to ascertain "Is everybody happy?" They quite evidently are, whether he's playing his ancient Albert system clarinet, twirling his topper, swinging his cane or reciting his songs. He's a seasoned conferencier, pacing the shows smoothly and makin, his cast look like head-liners.

His standard retinue includes

end means; ms cast took like head-liners.
His standard retinue includes Geraldine Du Bois, who started with him nearly a decade ago when she was part of a dance team. She's virtually abandoned her terps and is now a selling songstress. She's currently plugging "Paling Around With You," her own comp. It's corny but effective. The Reed Sis-ters (3) round out the singing de-partment with a pleasing harmonic blend.
Paul White and Fluor, Decaders

Paul White and Elroy Peace, the Paul White and Elroy Peace, the two Negro comics who 've also been with Lewis for several years, click on their own. White, especially, is a talented entertainer, showing his capabilities at mugging, singing, comedy, terps, and special mate-rial. He's a sock every time he's on.

rial. He's a sock every time he's on. Although everything that Lewis and his company does comes off to maximum audience response, Lewis on this trip neglected the element of surprise. His current format has been seen several times and holds up strongly. A new face in his troupe could provide some new facets to the entertainment. However, the familiarity of his turn is still easy to take. His act is still a top lesson in showmanship in one easy viewing.

Jose.

Olympia, Miami

Miami, May 7.
Ray Eberle, Artie Dann, Baro &
Rogers, Stan Kramer & Co., Roy
Maurice, Freddie Carlone Honse
Orch; "South of St. Louis" (WB).

Though topliner Ray Eberle is ess than sensational, run of talent n tap this week builds to solid ud reaction.

and reaction.

Eberle, who has played here before, returns with the same lack of personality and delivery that negated his obvious vocalistic abilities in previous showings. Projection remains strictly on the band vocalist side, but the ranging tones are there.

tion remains strictly on the vocalist side, but the ranging tones are there.

Artie Dann whams 'em via his routinings on his king-sized proboscis, patter and brash, fast delivery that zings across familiar lines with enough new angles to make them sound fresh. Had them yocking all the way.

Another pleaser is Stan Kramer tand his puppets. It's an ace bit of stringed figure handling, with vocal impreshes that ring the bell. Joined by parents (who handle the strings) in multiple groupings that gets solid applause.

Teeoff slot is a good pacer via Roy Maurice's muscle control work. Handstands bring gasps and healthy mitting.

Baro and Rogers close with satirical ballroomology that gets over solidly.

Lary.

St. Louis, St. Loo

Herkie Styles, Nicks & Taylor, Terry Swope, Buddy Greco, War-dell Gray, Sonny Igoe, Benny Good-man's Orch (18); "Duke of Chi-cago" (Rep).

lor, fast-stepping hoofers, kick in with two swell routines, the first jitterbug stuff and the second a balleterp.

pitterbug stuff and the second a balleterp.

Miss Swope cops plenty of applause for her interp of "As Angels Sing" and, of course, Goodman and his tooters doing a short review of the change in style of pop music from the slowness of 1936 to the bebop stuff of the present ra couldn't miss with the younger set. Buddy Greeo, planist-vocalist; Wardell Gray, tenor sax and Sonny Igoe, drums, click with individual efforts.

A quintet of Goodman, bass viol. sax, a trumpet and piano also score. In between opening band number, "Bugle Call Rag" and the closing, "Jersey Bounce," the tooters click on "Rose Room." "After You're Gone," "Undercurrent Blues" and several others.

Apollo, N. Y.

Boyd Racbarn orch (15), Nellie Lutcher (3), Richards & Thomp-son, Jesse James, Marcella Porce, "Pigmeat" Markham & Co.; "Racing (Col)

Current layout at this colored vauder, is solid and sufficiently diversified to keep the wickets turning at a profitable pace. Sparked by Boyd Raeburn's slick combo, the sale ofay number on the bill, and Nellie Lutcher, whose diskings catapulted her into the big league, it's a zippy stanza all the way.

Raeburn's gream stanza all

diskings catapulted her into the big league, it's a zippy stanza all the way.

Raeburn's crew, comprising three rhythm, five reeds and seven brasses, sets things solidly with its slick instrumentation and provides nifty backgrounding for the support acts. Maestro alternates on king-sized and lowercase saxes for several of the contribs and also gives sidemen plenty of spotlighting on their own. Teeing off with a sizzler as interlude for Marcella Porce's interpretive terping, band follows through with "Concerto For the Duke," a salute to Duke Ellington, and "Man, You're Really Boppin" for solid returns.

Miss Lutcher, spotted in closing stol, cleans up, as usual, with stylized versions of "Hurry on Down." "My Little Boy," "My Mother's Eyes" and other items for solid applause. Songstress carries own accomps on piano, backed by bass and drums for rhythmic beat. Sandwiched between the headliners are Jesse James, whose slick whistling and tapstering on crutches nearly sews up the show; Richards & Thompson, male comedy team who top off an entertaining crossfire stanza with topdrawer hoofing, and "Pigmeat" Markham & Co., who roll them in a comedy switch on "Ghost in the Pawnshop."

Hippodrome, Balto.

Baltimore, May 8.
Giselle & Francois, Viola Lagne,
Amazing Mr. Ballantine, The Pitchnen (3), Jo Lombardi and house
orch (12); "The Undercover Man"
(Col).

Snappy layout plays well from tecoff. Following overture by Jo Lombardi house orch, Giselle & Francois, mixed acro-ballet duo provide a classy getaway and set a lively pace. Viola Layne next is

provide a classy getaway and sec a lively pace. Viola Layne next is an adept mimic and her standard impressions click. The amazing Mr. Ballatine is back and his satirical magic and reverse gags provide a pleasant back and his satirical ma reverse gags provide a p highlight. The Pitchmen highlight. The Pitchmen follow with their piano accomped kazoo blowing and general clowning. Lads haven't changed their original stint much and judging by reception here can keep right on going in the same groove.

Biz all right. Burm.

RKO, Boston

Boston, May 7.
Frankie Carle Orch (151, with Marjorie Hughes, Bob Locken, Sturies Screnaders; Benson & Mann, Wills Bros. (5); "Jungle Jim" (Col).

St. Louis, May 5.

Herkie Styles, Nicks & Taylor, Terry Swope, Bindy Greco, Wardell Gray, Sonny Igoe, Benny Goodman's Grown (18); "Duke of Chicago" (Rep).

Maestro Benny Goodman's galaxy of slick entertainers, plus his own sock contributions round out a revue and although the audience only about half filled this 4,000-seat house their hefty approval indicates increasing biz before the session's windup. Aside from Goodman that standouts are Herkie Styles, comedian; Nicks & Taylor, ingro dansapators and Terry Swope, an eye-filling blond thrush. Styles has a clever line of patter and his tap daneing satires wow the customers, Nicks & Taylor, and the customers of this package stacks up as neadest stoned to top descond the patch of the package stacks up as neadest stoned to top peak spack up as neadest stoned to the stoned to the school boys from broadcasting recomers the sum of this package stacks up as neadest stoned to the stoned to the school boys from the school boys from their attic.

Nitery's Radio Gimmick Dalas, May 10.

Carl Dolsen, owner and operator of Showland nitery, is being heard daily in a program concerning his trials and tribulations as a local shown and over the stone of the package stacks up as neadest acks up as nead

who solos in "Sunflower" and is backed nicely by Sunrise Serenaders in "Why. Oh Why." Marjorie Hughes gets nlee mitting for capable job on "Always True in My Fashion" and a medley of her past hits, including "Rumors Are Flying" and "Oh. What It Seemed to Be." Also a duet with trombonist Don Boyd on "That's How I Need You" for more pattycakes. Solo spot by Carle, backed by rhythm section, gives him ehance to display his relaxed pianoing that has made him so popular through the years, and his rambling medley could have gone on indef as far as patrons were concerned.

Mills Bros., always faves here, had to beg off after six numbers, which included "Paper Doll," "Glo-ria" and sock "Basin Street." Their ria" and sock "Basin Street." Their solid arrangements and nonchalant delivery never fails to wow payees.

Benson and Mann, zany comies, get a good share of yoeks, but routine was a trifle too long for this bill. Elic.

Good biz at opener.

Longhairs Come Out From Cover. Reassured By Scott Legit 'Invasion'

Classical pianists such as Artur Rubinstein. Vladimir Horowitz. Robert Casadesus and Rudolf Ser-kin have weathered another threat. Henry L. Scott's keyboard-clown-ing, slated for a two-week run at the Mansfield, N. Y., in a one-man show, leaves the longhair realm somewhat unruffled.

snowhat unruilled.

Scott is an engaging, personable chap who has appeared in sundry New York spots as the defunct Rainbow Room. Town and Carnegie Hall recitals. Prior to his Mansfield opening Monday 19, he felt that he had acquired enough stature and routines to regale a \$4.80 legit audience for 90 minutes. Scott miscalculated, but it's still evident that by telescoping his routines he could again be a top entertainer in the boites and could return to Carnegie Hall once annually for a successful evening.

Scott, like Victor Borge, who has

ally for a successful evening.

Scott. like Vietor Borge, who has also worked a solo set of ivories in cafes and longhair emporia, has a good assortment of piano-mischlef. He plays with mittens, bats the keyboard with an orange and grapefruit, burlesques piano styles, gives dissertations on various virtuosi and dance demonstrations. Some of his material holds up extremely well, but others, particularly his spoken jests, are familiar to most entertalnment goers.

He occasionally takes an excur-

to most entertainment goers.

He occasionally takes an excursion into straight work. He does a Rachmaninoff's "Policinelle," Liszt's in "Second Hungarian Rhapsody," Tand Chopin's "Minute Waltz," which are no longer tests of planistic wizardry, inasmuch as most keyboarders of high-school age have mastered these comps. He has a good sense of pacing and knows how to vary his turn.

But with all of Scott's virtues

But with all of Scott's virtues a two-week run in a legit house is an overestimation of his abilities.

Q. T. on NUTZ

Tribune was followed up by George Anderson and Donald Murray of St. Paul's FCC office, who went to Morgan and tried to tune in sta-tion but found it had closed down for a summer recess.

Operator, 18-year-old Eugene Schroeder, said a listener had ap-prised him he might be broadcast-ing illegally. He promised in fu-ture to desist. Information was forture to desist. Information was for-warded to FCC but no punitive ac-tion was expected. Murray said the station was a five-tube oscillator with power stepped up. It operat-ed on the same frequency as near-by Red Wing, Minn. station which, however, has a license.

A few months ago the FCC stopped a couple of Minneapolis schoolboys from broadcasting record shows from their attic.

VARIETY BILLS

WEEK OF MAY 11

Numerals in connection with bills below indicate opening day of show whether full or split week

Lefter in parentheses indicates circuit: (1) Independent; (1,t Loew] (M) Moss (P) Paramount; (R) RKO; (8) Stoll; (W) Warner; (WR) Walter Rende

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Frank Fontaine
Frank Fontaine
Frank Fontaine
Roxy (I) 13
Dick Haymes
Dick Haymes
Jick Haym

Freidys Pitcheons Chester Fredericks Ca Don Zelaya Armand Guerra Seals

Seals

19-21
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lude Sis
Al Norman
Lou Mel Morgan 3
(1 to fill)
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Hippodrome (II 12
Dacmar, the Mystic

Hippodrome (II 12 Dagmar, the Mysti State (I) 12-14 Kim Yen Soo Marlin & Florence Hal Sherman Allaa 3

Aliaa 3 15-18
3 Lindslev Bros
Turner Twins
Vernon & Ryan
Jack & Sally Tavlo
BAYONNE
Victory (1) 12-14
Shirley LaValle
Coeds
Grazlano Bros Graziano Bros Van & Easton Kuda Bus

Kuda Bus
CAMDEN
Towers (I/ 13-15
The Latinos
loe Allen
Munro & Adams
Levan & Carr
Mack, Russ & Owe Owen

Mack. Russ & Owen
CHESTER
Stanley (W) 14 Only
Duke Ellington thre
CHICAGO
Chicago (P) 13
Frances Langford

Frances Lana...lon Hall Golden Gate 4 Gil Lamb Szonyia

Szonyia
Oriental (I) 12
Dick Contino
Richard Melavi
3 Pepperettes
Harold Peck
Tommy Check
Mystery 4
Meister & Kreig
Glen Pigott
Don McIllvanie
Ben Avalone

COLUMBUS
Palace (R) 16-18
Lionel Hampton Ore
Kitty Murray
Curley Hammer

Curley Hammer
CORTLAND
State (b) 13-14
La Velles
Pat Valley
4 Spins
3 Extremes
GENEVA
Geneva (b) 12-14
Arleys
Lane's Birds
Stanley Burns
Sully & Thomas
Don Henry 3

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Carman (b. 12)
Benton's Am
Benton's Am
Benton's PLAINFIELD
Oxford (WR) 16 enly
3 Edwards
Don Zelava
Armand Guerre
2 to ROCKFORD
Palace (b) 13-15
"Greet the Girls"
3 Sensationalists
Jav Seiler
Bredice & Glson
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3 Cyclonians Miriam Seahold SARATOGA SPR'GS Congress (WR) 15 only Neal Stanley Dale Sis Romaine & Babbette Rex Welter Lockle, Beight

Dale Sis Romaine & Babbette Rex Weher Jackie Britch SPRINGFIELD Court Sq. (D 12-15 Bobby Dae & Babs Lew Fitzgiblons Tomny Hanlon Jr & Murphy
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Davy Karr
The Grant

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Sim Bhoder
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Ben Yost College
Acqueline Dronbar
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Palace 11: 9
Albert Grant
Rene Berk
Fred MACKNEY
Empire (S) 9
Anne Shelton
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BRITAIN

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Hippodrome (I) 9
Bunity St, Clair
Tony Walsh
Cycling Astons
Jackley & Jre
Peter Cavangh
Dick Carlton
Troise Mandollers
BIRMINGHAM
Hippodrome (M) 9

raham BRIGHTON Hippodrome (M) Larry Adler Max Wall Tommy Jover &

Max Wall
Tommy Jover &
Pat & Julian
Bill Wadulngton
Zio Angels
7 Volants
Curzus
Empire ill Piants
Francia Whitmer
George Alex
Pergy Ann Taylor
Spangled Beauties
Raymond Barry
Terry
CHISWICK
Empire (S) 9
Harry Lesler Co
Billon & Caroli
Chris Sands
Pergy Offarrell
Chris Sands

Musical Elhotts
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Max Carole
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Sunraya Hal Blue Criag & Voyle Cyril Eletcher Norman Happer Buthwells Speedy & Co

SHEPHERDS BUSH
Empire 351 9
G & B Bernard
Frank Evers &
Dolores
3 Jokers

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YORK
Empire (D 9
Jack Haig
4 Sandler Sig
4 Sandler Sig
Norman Meadows
K & E Marsh
Sobil Donn
Pat Trevor
8 Mervy Maids

Cabaret Bills

NEW YORK CITY

NEW YO

Begatelia
Doctothy Rose
Bitchard X, Carter
Jack Corries
Bitt Lord Anges
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William Adler Ore
William Scott
Hoftel Attor
Carmen Cavallaro O
Ferrit Black
Noble & King
Joan Fielda
Burns' Birda
Birda
Birda
Burns' Bur

(Continued on page 53)

Payson Re Ore
Novella Matthey Or
Motel States
Lawrence Welk Or
Hotel St Regis
Julie William Propulation
Motel St Regis
Julie William Propulation
Motel States
Motel Taff the
Lawrence Hotel Taff the
Lawrence Lawrence
Local Carlor
Prantes Fave
Jerry Leader
Penny Caldwell
Don Saxon
Art Waner Or
Le Cee Reuses
Sara Ann McCabe
Oscar Calvet Orc
Jack Towner Ore
Julius Monk
Laon A Eddie's
Mortan Porta
Laon A Eddie's
Mortan Porta
Julius Monk
Jerry Bergen
Bellether A Sheitly
Hildesarde
Julius Monk
Jerry Bergen
Bob Fitzgrald
Carmen Montowa
Mickey Freeman
Joe LaPorte Ore
Joe D'Aquila Ore
Joe D'Aquila

Legit-Aid Program to Focus On Efforts to Get N.Y. State Subsidy

thertre will probably be centered on Albany, according to present Moves to obtain a rider on national er administration's education \$300,000,000 \$300,000,000 national education program have been dropped. Idea is that there's a better chance of getting some sort of legislative help for legit from New York state, possibly during the next fall and

Steering committee of various branches of the theatre, formed to carry out the program adopted by the state of the theatre conference the state-of-the-theatre conference hast March at the Astor hotel, N.Y., recently decided to drop its move to get the rider on the Federal education bill. Sen. Elbert D. Thomas, sponsor of the measure, informed committee representatives that he opposed such a rider, which would have authorized the appropriation of an additional \$1,000,000 for legit.

The Thomas bill was passed last

The Thomas bill was passed last The Thomas oill was passed last week by the Senate, but is expected to meet stiffer opposition when it comes up soon in the House. As Thomas explained to the legit apokesmen, a theatre rider might seriously imperil the bill's chance seriously imperit the bill's chance of passage and, in any case, would confuse its purpose. He promised to sponsor por support legislation in behalf of a subsidized national theare at some later date.

theatre at some later date. Although steering committee members have not gone into detail, they are understood to have received at least tentative encouragement from Albany officials on the idea of state aid for the theatre in New York. Idea is that as much as \$250.000 might be available for such a purpose at the start, with the possibility of permanent financial support for a state-wide legit program.

Costs Formula

a more immediate front, the On a more immediate front, the committee has been wrestling with the proposal, advanced during the Astor conference, that a formula be worked out for cutting costs quickly and thus making possible continued runs of shows about to close. All elements of the theatre, including the unions involved, have removiedly approved the idea of reportedly approved the idea of such a setup and are making stren-uous efforts to agree on a general

when a setup is evolved, it will be submitted to the governing boards of the organizations involved. If approved, it will then be ready for use. Idea is that, when business for a show tapers of so that operation on the original scale is no longer possible, a new formula could immediately become effective annicable to the new tormula could immediately be-come effective, applicable to the management and all unions, guilds, etc., without special authorization of any of the groups concerned. Question of amendment of the New York City building code re-lating to the theatres has been re-

ferred to a sub-committee headed by Howard Cullman, theatreowner and investor who, as chairman of the Port Anthority of N. Y., is in strategic position to bring about the desired modifications. Cull-man best had several meetings with Hugh, Quinn, chairman of the Hush Quinn, chairman of the building committee of the City Council, and various designers, engineers, builders, theatreowners and others with special knowledge of the subject have participated in the talks and offered suggestions. Quinn is reportedly sympathetic to the need for revision of the law.

Honor Cal. Playwrights At Pasadena Festival

Pasadená, May 10.

Pasadena, May 10.

Fight plays by California writers will be presented by the Pasadena Playhouse this summer in the 15th annual Mid summer Drama Festival which will spottight the California Centennial Celebration for the second consecutive year. Where possible, Playhouse selected scripts that have California locales as well as authorstin.

authorship. DeWitt Bodeen's "Bright Cham-DeWitt Bodeen's "Bright Champenen" tees the series on June 28 to be followed by "The Dove," by Willard Mark; "Distant Drums," by Don Totheroh; "Bird of Paradise," by Richard Walton Tully; "Lightnin," by Frank Bacon; "Shueks" by Martin Flavin; "Strange Bedfellows," by Plorence Ryerson and Colin Clements; and "Don't Go Away Mad," by William Saroyan.

Jarvis Pitt Director

Pittsburgh, May 10.

Robert Jarvis has been engaged to direct books of nine summer to direct books of nine summer operettas to be presented this season at Pitt Stadium. He replaces Robert H. Gordon, who held down that post last year. Helen Michel and Furth Ullman are both returning in charge of costumes and settings, respectively.

Remainder of staff, under Managing Director William Wymetal, includes Sam Handelsman, business manager; Karl Kritz, musical and wider. Anthony, Nalla and ness manager; Nari Kriti, inustical conductor; Anthony Nelle and Maurice Kelly, dance directors; J. Albert Hurley, choral director and associate conductor, and Howard Newman, publicity.

First Piano Quartet In Management Tiff With Fadiman Office

A court battle over management of the First Piano Quartet looms between Fadiman Associates and the musicians themselves. Quartet notified the Fadiman office in Jan-

the musicians themselves. Quartet notified the Fadiman office in January that it was terminating its managerial contract and has been booking its own dates since. The quartet, comprising Adam Garner, Vladimir Padwa. Edward Edson and Frank Mittler, claims it was charged "excessive" management fees, stating that costs of bookings often exceeded their salary.

Center of the legal tiff is expected to focus around ownership of the act, its name, and title to arrangements and music. Edwin Fadiman, prez of Associates, points out that the group last year earned among them \$85,000, and garnered \$33,000 for the first two months of the current annum. He declared that any unilateral notification by the quartet severing managerial relations was illegal since FA owns the combo.

Setup between the Fadiman office and the 88ers focuses around three contracts. There is a contract between Fadiman and Garner on the ownership of the group, another, an employment contract was

on the ownership of the group; an-other, an employment contract was set up between the Fadiman Asso-ciates and Garner, Mittler and Edson; and an exclusive management contract is held by Edwin Fadiman.
All contracts are renewable for a
two-year term when the quartet's
carnings reach a pre-stipulated

The First Piano Quartet was one of the first outfits of its kind to achieve the tall coin after making a radio reputation. Other concert and the piant outa ratio reputation. Other concert agencies soon set up similar onfits, but according to current indications the cream of the piano quartet market has been skimmed and future, bookings indicate that fees will not be as high as they were in former years. Quartet will give its first N. Y. concert Saturday (14) in Carnegie Hall.

SEASON SHORTEST IN YEARS FOR PITTSBURGH

Pittsburgh, May 10. Legit season this year at Nixon has been shortest in long time. Joe E. Brown's return engagement Joe E. Brown's return engagement in "Harvey" week before last shuttered house after only 28 weeks. Nixon opened in September with "Streetear Nanied Desire," but had seven dark weeks scattered between then and the windun. "Brigadoon" knocked down the litch for a musical and "Streetear" for a straight play, with the Kay Francis play, "Favorite Stranger," achieving the dubious distinction of getting the low for the year. Theatre Guild-ATS subscription season finished one play short of

Theatre Gulld-ATS subscription season finished one play short of promised five. There had been talk that Edward Everett Horton might come here in "Present Lausiter" to fill the commitment but that's apparently out now, and Guild will either have to refund or add a show in 1949-50.

Shows in Rehearsal

"Miss Liberty"-Robert Sher-wood-Irving Berlin-Moss Hart.

VARIETY Success at Last

Success at Last
Underneath that bristling
mustache and the waiter's
apron Gilbert Miller wore for
his "comeback" performance
in the "Oscar Wilde" excerpt
in the "ANTA Album" last
winter, there trembled the
nervous soul of a "promising
young actor." Recognition of
that budding talent finally
came to the producer this
week in Varietry's poll of the
opinion of the New York
drama critics of the "best" performances of the Broadway

season.
Miller was cited as "most promising young actor" by no less than Brooks Alkinson, of the N. Y. Times, a promising young critic himself.

67 Strawhats In New England

New England Council reveals an all-time high of 67 summer theatres in the six-state area.

First to tee off is the Worcester Drama Festival in that city, May 27-Sept. 9. Massachusetts leads with 20 strawhatters, Connecticut follows with 14 and New Hampshire, 10. Plenty of newcomers on the list.

Olney Sets Half of Season

Olney, Md., May 10.

Olney, Md., May 10.

The Olney theatre has set half of its 16-week strawhat season. "Private Lives," with Tallulah Bankhead, has been booked for the first two weeks, starting May 31. Other bills set tall one-week) are Frances Starr in "The Corn Is Green," June 14; Viola Roache and Leon Janney in "Night Must Fall." June 21; Sylvia Sidney in "Pygmalion," July 5; Kay Francis in "Let Us Be Gay." July 26, and Basil Rathbone in "The Heiress," Aug. 9.

Aug. 9.

Dean Harens and Mary MacArthur have been signed for the resident company. Miss MacArthur will leave late in July to join her mother, Helen Hayes, for barn appearances in "Good Housekeeping." Play is scheduled for Olney week of Sept. 13. The theatre staff includes director Harry Ellerbe, designer S. Syrjala, stage manager Jess Kimmel, publicist Martin Schwartz and exec secretary Helen Richardson. Richard Skinner and Evelyn Freyman are producing, with Skinner as general manager.

N. Y. Philharmonic Sets List for 108th Season: Special Programs Due

Dimitri Mitroponlos will present Richard Straus' opera, "Elektra," in concert form and Leopold Stokowski will offer Gustav Mahler's "Symphony of a Thousand" (No. 8) as special works in the New York Philharmonic's 108th season next year. Stowkowski and Mitropoulous will conduct 10 weeks each of the 28-week season. Guest conductors will be Bruno Walter, Weten De Sabata and Leonard Bernstein.

Soloists will include planists Jac-Soloists will include pianists Jacques Abram, Robert Casadesus, Myra Hess, Eugene Istomin, William Kapell, Oscar Levant, Nikita Magaioff, Leonard Pennario, Artur Rubenstein and Rudolf Serkin; violinists Zino Francescatti, Szymon Goldberg, Jascha Heitz, Isaac Stern, Nathan Milstein, Joseph Szigeti and the Philharmonic concertmaster, John Corigliano; harpsichordist Wanda Landowska; cellists Pierre Fogrnier and Leonard Rose.

Drama Critics' Selections

Tabulation of choices of the N. Y. drama critics for the various 'bests' of the 1948-49 season: N. Y. drama critics for the various "bests" of the 1948-49 season:
Best Performance by a Starred or Featured Actor in a Straight Play Lee J. Cobb ("Salesman"). 4
Jose Ferrer ("Whistle"). 3
Rex Harrison ("Anne"). 2
Robert Morley ("Edward"). 1
Best Performance by a Starred or Featured Actress in a Straight Play
Martita Hunt ("Madwoman"). 5
Mildred Dunnock ("Salesman"). 3
Peggy Asheroft ("Edward"). 1
Joyce Redman ("Anne"). 1
Best Male Performance in a Musical
Ezio Pinza ("Pacific"). 412
Ray Boiger ("Charley"). 2
Best Femme Performance in a Musical
Mary Martin ("Pacific"). 1
Best Performance by an Actor in a Supporting Part in a Straight
Play or Musical
Joseph Wiseman ("Detective Story"). 2
Robert Emhardt ("Mother"). 2

Story")
Robert Emhardt ("Mother")
Arthur J. Kennedy ("Salesman")
J. Edward Bromberg ("Knife")
Tod Andrews ("Smoke")
James Westerfield ("Detective"
and "Madwoman")

and Madwoman |
Best Performance by an Actress in a Supporting Part in a Straight Play or Musical Mildred Dunnock ("Salesman"). 3 Carol Channing ("Ear"). 2

Carol Channing ("Ear")
Margaret Phillips ("Smoke").
Mildred Smith ("Heart").
Juanita Hall ("Pacific")
Leueen MacGrath ("Edward")
Peggy Ashcroft ("Edward").

Most Promising Young Actor
Ray Walston ("Smoke")

Cameron Mitchell ("Salesman")
Warren Stevens ("Detective."
"Smild of World." "Sundown")
Royal Dano ("Mrs. Gibbons")
Arthur J. Kennedy ("Salesman")
Gibert Miller ("ANTA Album")
Most Promising Young Actress
Julie Harris ("Sundown." "Young
and Fair," "Magnolia")
Doe Avedon ("Young and Fair,"
"Aquilon")

Aquilon"

"Aquilon")
Carol Channing ("Ear")
Hildy Parks ("Magnolia")
Leora Dana ("Madwoman")
Best Director
Elia Kazan ("Salesman") 6
Joshua Logan ("Pacific") 5
Sidney Kingsley ("Detective") 1
Best Choreographer or Dance
Director

Best Choreographer or D Director Hanya Holm ("Kate") Gower Champlon ("Ear") Best Scene Designer Jo Mielziner ("Smoke," "S

man")
Christian Berard ("Madwoman") 3
Best Composer
Richard Rodgers ("Pacific") . 5
Cole Porter ("Kate") . 5
Best Lyricist
Oscar Hammerstein, 2d ("Pacific") 6
Cole Porter ("Kate") 4
Best Librettists
Oscar Hammerstein, 2d Jochus

Oscar Hammerstein, 2d-Joshua Logan ("Pacific") h Most Promising New Playwright

Most Promising New Playwrigh Robert E. McEnroe ("Whistle") Herman Wouk ("Traitor") Fay Kanin ("Fancy") Most Promising New Director Paul Crabtree ("Whistle") Sam Wanamaker ("Fancy") James Nelson ("Happiest")

Hunt, Cobb 'Best'

Close Race

There was little margin in the selections for best performances in supporting roles, and most promising young actor and actress. Choice of best supporting performance by an actor ended in a triple tie between Joseph Wiseman ("Detective Story"), Robert Emhardt ("Life with Mother") and Arthur J. Kennedy ("Salesman"), the latter also getting one vote as most promising young actor of the season. Receiving one vote each for supporting portrayals were J. Edward Bromberg ("Big Knife"), Tod Andrews ("Summer and Smoke") and James Westerfield ("Madwoman" and "Detective Story").

Story").

Runners-up to Miss Dunnock as giving the best supporting performance by an actress were Carol Channing ("Lend an Ear") with two votes, and one each for Margaret Phillips ("Summer and Smoke"), Mildred Smith ("Forward the Heart"), Juanita Hall ("South Pacific"), Leueen MacGrath ("Edward") and Miss Ashcroft ("Edward") Grath ("Edward" croft ("Edward").

croft ("Edward").

Critics made a three-vote choice of Ray Walston ("Summer and Smoke") as most promising young actor, with two for Cameron Mitchell ("Salesman") and one each to Warren Stevens ("Detective Story," 'Smile of the World" and "Sindown Beach"). Royal Dano ("Mrs. Gibbons' Boys"). Kennedy ("Salesman") and Gilbert Miller ("Oscar Wilde" seene from the "ANTA Album").

Most promising young actress was a three-way tie between Julie Harris ("Sundown Beach."

was a three-way tie between Julie Harrris ("Sundown Beach," "Young and Fair" and "Magnolia Alley", Doe Avedon ("Young and Fair" and 'My Name Is Aquilon") and Miss Channing ("Lend an Ear"). One vole each went to Hildy Parks ("Magnolia Alley") and Leora Dana ("Madwoman").

ard Rose.

2 St. Loo Newcomers
St. Louis, May 10.

Two warblers new here are skedded for personals during the forthcoming season of the Municipal Theatre Assn., which tees off its 1949 season in the al fresco playhouse in Forest Park June 9. They are Donald Clarke, Lenor, who will appear in "Firefty" and "The Chocolate Soldier." and Haves Gordon, barltone, who will do "Roberta."

Returners from other seasons are Edward Rocker, Robert Shafer, Dick Smart, Mack Harrell, Walter Cassel and John Tyers. Sigmend Romberg's "New Moon" will be the opener.

HIMY Parks ("Magnolia Alley") and Leora Dana ("Madwoman").

Kazan a 3-Time Winner

Elia Kazan became a three-time winner as best director of the season, getting six and a half votes for his staging of "Salesman." as against Joshna Logan's two and a half for "South Pacific" and Kings-leaf for "Detective Story" calso authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective Story" also authored by him. Kazan productly so me for "Detective S

Bolger, with two for his performance in "Where's Charley?"

Close Race

There was little margin in the selections for best performances in supporting roles, and most and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, with two for his extense and Smoke" and "Salesman." but no mentions for those for "Anne" and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian Berard, the late French designer, other words and "South Pacific." Christian B

Words and Musiker

Words and Musikers
Best composer honors were split
between Richard Rodgers ("South
Pacific") and Cole Porter
("Kate") with five votes each.
Porter also ran a near second to
Oscar Hammerstein, 2d, ("South
Pacific") for the
best lyrics,
while Hammerstein and Logan
shared the unanimous critical and
for the top libretto ("South Pacific").

clifc"). Choice of most promising new playwright went to Robert E. Mc-Enroe ("Silver Whistle"), with five votes, with Herman Wouk ("The Traitor") getting two, and Fay Kanin ("Goodbye, My Fancy") one. Only three ballots were cast for most promising new director, one each going to Paul (Traitee ("Whistle"), Sam Wanamaker ("Fancy") and James Nelson ("Happlest Years"). Not all the critics voted ir all

son ("Happlest Years").

Not all the critics voted ir all categories, as some apparently felt there were no outstanding choices in certain fields. Also, some critics were unable to decide between two choices in some classifications, so spilt their tallies. Those queried included Brooks Atkinson (Times), floward Barnes (Herald Tribune¹, John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), Wolcolt Gibbs (New Yorker), William Hawkins (World-Telegram), Louis Glbbs (New Yorker), William Hawkins (World-Telegram), Louis Kronenberger (Time), Ward More-house (Sun), Richard Watts, Jr.

Wymetal to Direct Operas in Stockholm

Pittsburgh, May 10. William Wymetal, managing di-

william wymetat, managing or rector of Clvic Light Opera Co. since 1947, has contracted to direct the winter season of the Royal Opera, Stockholm. He'll fly there in mid-August, at end of local al fresco series at Pitt Stadium, to begin rehearsals for a new pro-duction of "Carmen," which opens duction of "Carmen," which opens Sept. 22 at Stockholm's Kungl the-

other operas in his Swedish repertory will be "Aida," "Rosen-kavaller." "The Ring" and, as Wymetal's final chore before returning to the U.S. in December, a revival of "The Merry Widow."

Frank Abbate, Lewis T. Fisher Frank Abbate, Lewis 1, Fisher and John J. Lee, director of the Lake Shore Playhouse strawhalter, Buffalo, are currently in New York lining up cast and plays for summer season opening June 21.

WAS SEASON 'MERITORIOUS'?

Managers Stymie Move by Equity **To Stiffen Alien Actor Regulations**

move by Equity to stiffen its regulations covering alien actors has been stymied, at least temporarily, by the League of N. Y. Theatres. Matter may be dormant until the expiration of the union's present contract with the League, at the end of the 1949-50 season. Equity is expected to revive its guity is expected to revive its attempt to change the alien rule at that time, however. Or it may demand arbitration of the point as a matter of interpretation of the present agreement. present agreement.

present agreement.

At the request of its membership. Equity sought to modify the existing sectup to require that replacements for supporting parts be limited to resident players. Under the contract, managers may cast either residents or aliens in all parts, except that aliens must wait six months between engagements, unless the union's council agrees that they are essential to the success of a production.

Proposal adouted at Equity's

that they are essential to the sucess of a production.

Proposal adopted at Equity's
quarterly membership meeting
March 25 would have limited the
employment of aliens only to leading roles, except that entire productions, such as the Old Vic presentations, would have been admissible. However, the council modified the suggestion to cover merety the casting of replacements for
supporting parts after an opening.
Star parts would be exempl.

In submitting the proposition to

Star parts would be exempt.

In submitting the proposition to the League, the Equity representatives argued that the suggested new regulations would probably involve relatively few cases. Also, if an alien replacement were actually vital to the effectiveness of a show, the union would waive the new rule rather than risk closing the production and throwing others of its members out of work. Finally, it was pointed out, acceptance by the producers of this comparatively mild proposal might satisty tively mild proposal might satisfy the union membership and thus forestall a possible move for more stringent alien restrictions in the

Board of governors of the League refused to budge, how-ever, insisting on strict adherence to the pact as it now stands.

MULL EXPENSE ACCT. BY EQUITY TO DERWENT

An expense account for Clarence Derwent, in connection with his duties as president of Actors Equity, may be adopted by the union, Idea has been discussed recently by some of the members and may be proposed to the council, At present, Derwent is estimated to spend about \$1.200-\$2.000. a year from his own pocket while on union affairs. He is not reim-bursed for that, or paid any salary, the presidency of the union having been non-paying since the retire-ment some years ago of the late Frank Gillmore.

Frank Gillmore.
Derwent has not suggested being given an expense account, but when the union's nominating committee appealed to him recently to run for reclection for the presidency, he did request that some of the executive duties be assumed by the first vice-president. That was arranged, and John Kennedy, who is unopposed for election as first v.p., will take on some of the work previously handled by the president.

Dallas' Theatre '49 Up

For 'USA' Switch to Chi

Inside story about "Inside U. S. A.," which opened Monday (9) at the Cass, is that the theatre's management and Detroit playgoers are boiling because the show's second week here has been

show's second week here has been cancelled.
"Culprit" is understood to be the United Booking Office, which hurried "Inside U. S. A." to the Shubert, Chicago, to replace a fading "Finian's Rainbow,"
Cass had second-week tickets ready for malling when the play was yanked. The flood of reservations was figured very good by the Cass menagement, despite the \$5.40 top. The Shubert-Lafayette here remains closed this week, "Annie Get Your Gun" opens May 23 for a week.

'Twofers' Bring Hefty Squawks; Audience Reax

Broadway this spring is already producing complaints from both patrons and boxoffice men. With the expected spread of the bargain device this summer the crop of beefs will probably increase. But as long as "twoters" continue to hypo attendance and swell receipts there's little prospect of managers discontinuing them.

discontinuing them.

One cause of complaint apparently stems from the fact that a growing segment of the public has become hep to the various angles about using "twofers." For example, instead of displaying the premium check when they approach the boxoffice, as stipulated, some "twofer" customers merely ask for desirable locations at a specified price bracket. The theatre treasurer, thinking they're regular-scale patrons, gives them the best seats available at the price. Wherenpon they offer the "twofer" check and the appropriate amount check and the appropriate amount

Under such circumstances Under such circumstances the boxoffice man usually tries to withhold the tickets he's previously of-tered, but that's sometimes tough to do and, in many instances, provokes a controversy and a scene in the theatre lobby. Bo, man can't afford to sell more desirable locations to "twofer" patrons, as that would leave the poorer tickets for the regular-price customers.

Furthermore, if the bargain play-

Furthermore, if the hargain playgoers get into the tront and center
locations they frequently are adjacent to those who have paid full
price. When, as occasionally happens, the latter becomes aware of
the different scale for adjacent
scats, they are naturally resentful.

On the other hand, at least one
current show, "The Big Knife,"
is not only stimulating trade with
twofers but is apparently pleasing
its new bargain customers. Latter,
seemingly habitual film patrons,
are reportedly enlivening performances by reacting audihly to
the play's situations and John Garfield's (in particular) playing of the
star part.

Latest shows to begin using "two-

Dallas May 10.

Margo Jones' local repertory group enjoyed its most successful standard most suc

B'WAY STATUS

"Were the big league teams as negligent of new chaseball talent as the New York theatre in its entirety is." said Robert Coleman, N. Y. Murror drama critic, "hig league baseball would now be as dead as the famed dodo bird." Coleman's comment was in reply to a questionnaire Variety sent to the N. Y. drama critics, querying them on certain aspects of the current legit season.

Coleman's comment was in con-

rent legit season.

Coleman's comment was in connection with suggestions for further stimulation of legit. "There is nothing wrong with the American theatre that common sense and good plays cannot cure," said Coleman. There are two theatres today, he added, the N. Y. comercial theatre and "the great American theatre," comprising community and summer theatres from coast to coast. "The great American theatre has made enormous strides in the past few seasons," said Coleman. "The New York commercial theatre has not."

The Daily News' John Chapman.

York commercial theatre has not."
The Daily News' John Chapman, by contrast, thought "this has been, in comparison with the last few, a good season." The N. Y. World Telegrani's William Hawkins, however, found that "bad and ignorant business methods," leading to high production costs, were hurting legit. These methods must be eradicated, and production costs cut, if the theatre is to be stimulated, he said. "A revision of technical union scales is past due." Hawkins added. These improvements in legit are a producer's problem, not a dramatist's, actor's or critic's, he said.

"There are at least half a dozen."

"There are at least half a dozen firstrate scripts lying around," sald the Journal-American's George Jean Nathan, on the "stimulation"

(Continued on page 50)

'Finian' for Mpls. Revives Feud on

Minneapolis, May 10.

As a result of their booking of some of the important touring attractions into Minneapolis exclusively. New York producers and the United Booking Office are untitable to the strength of the second of the sively. New York producers and the United Booking Office are unwittingly stirring up fresh antagonism between Minneapolis and St. Paul, reviving the traditional oldtime fend of the competing and lealous twin cities. Following in the footsteps of "Annie Get Your Gun" and "High Button Shoes," "Finian's Rainbow" bas been set for a full week here starting May 16, and passes up St. Paul entirely, just as the aforementioned preceding shows did this season and an occasional other attraction has done in past years.

St. Paul feels it's taking it on the chin. As far as the down-river city is concerned, it's like rubbing salt into a wound, and St. Paul newspapers, retaliating, slap back at the sister city by retusing to cooperate to try to make the Mincapolis engagements successful. They're doing it this time, as they did it before by not accepting any

at the sister city by retusing to cooperate to try to make the Minneapolis engagements successful. They re doing it this time, as they did it before, by not accepting any of the attraction's paid advertising and Isnoring it entirely in the news columns—that Is, according It no publicity whatsover. This, of course, hurts plenty, although Minneapolis newspapers have substantial St. Paul circulation.

The St. Paul mayor's protest to the New York legitimate booking powers for an "afront" and "slight" to his city followed the exclusive Minneapolis "Annie" engagement. This did not stop those powers from sending 'Shoes' to Minneapolis alone, and now the same procedure is being followed with "Finian's Rainbow." Thus it's the third time this season, and the second since the mayor's protest, that St. Paul has been "humiliated."

Even the Minnesota Annis Co. Paramont circuit' policy has

Even the Minnesota Annis, Co. (Paramount circuit) policy has (Continued on page 51)

CRIX MIXED ON Murtagh Subpoenas Majestic Books; Some Brokers May Lose Licenses

Not Charity?

London, May 10.

A group of young players formed themselves into a company known as FHIC. Productions and are putting on their initial venture at the Fortune theatre May 16. Subject chosen for the occasion is Jean Jacques Bernard's "The Sulky Fire."

Initials of the company stand—for Faith, Hope and Courage.

Unions Squawk, ATPAM 'Deplores' PA's 'Love' Rap

Protests were filed by five the-atrical unions last week against Sanuel J. Friedman's quoted criti-cism of "All for Love." the Sammy Lambert-Anthony J. Farrell revue witch closed Saturday (7) at the Hellinger, N. Y. The squawks were made to Friedman's union, the Assn. of Theatrical Press Agents & Managers, which "de-plored" Friedman's statement but took no official action. According to a board member, ATPAM has no rules covering the matter, but it may adopt a "code of ethics" which would apply in such cases, Beefs against Friedman, report-

lem. not a drainatist's, itic's, he said.

at least half a dozen pis lying around, 'said di-American's George to the "stimulation ucd on page 50)

If Mpls.

Tes Feud on

Twin City Dates

inneapolis, May 10.

they'd keep running."

Whole situation arose when Far-rell hired a special train on the new Haven railroad to bring Con-necticul patrons to see a perform-ance of "All for Love." As pa-for "Lend an Ear." which had a "Show Train" scheduled for the following week. Friedman com-plained to the railroad. When the situation became public, Friedman sounded off about the quality of "All for Love."

In protesting to ATPAM two of

In protesting to ATPAM, two of the unions suggested, "We have trouble énough with the critics closing shows, without having the pressagents start doing the same thing."

Arletty for 'Streetcar' In Paris This Fall

"Streetcar Named Desire" will be done in Paris this tall at the Edouard VII. It will be produced by Shnone Berriau, owner of the Theatre Antoine, who has take the Edouard VII for the run of the Named Desire"

pray.

Arletty, stage and screen star, has been signed for the lead. She just completed the pic, "Portrait of an Assassin," with Maria Montez and Eric von Stroheim, and was seen abroad in "Children of Paradise,"

Warners Net Too Small, Drops Legit in Albany

Drops Legit in Albany. May 10.

Warner Theatres, which played "Harvey" with Joe E. Brown for two days and "Oklahoma!" for a week, at the Strand, reportedly will not book any more stage shows there, because profit was too small. "Harvey" and "Oklahoma!" drew virtual capacity, but the latter couldn't net the film house much on a 70-30 arrangement.

New York Commissioner of Investigation John M. Murtagh yesterday "(Tues.) subpoenaed the books and records of the Majestic. N. Y., where "South Pacific" is playing to the standee limit all performances. Apparently in an effort to trace distribution of tickness via these books and those of the brokers, which he subpoenaed last week, the commissioner will study, the theatre's accounts of scats sold, allotments to agencies and individuals and all broker orders filled since April 7, when the musical opened.

Meanwhile, Richard Rodgers, coproducer of the show, took steps to try to obtain information as to where the unstamped tickets had been obtained by Christian W. Christopherson, who was fined Monday (9) in "municipal court, N. V., after pleading guilty to selling "South Pacific" seats without a license. The defendant had 18 tickets, all for the same performance, in his possession when arrested last week by a Department of Licenses investigator.

Rodgers said yesterday that the show's producers have records indicating who got each of their personal tickets for every performance of "Pacific" since the opening. He was at loss to know how the 18 instamped tickets had been obtained, but is determined to find out. Anyone found guilty of selling tickets to speculators, "digeers" for agencies or otherwise participating in scalping will be deprived of scats, he declared.

According to Murtach, a partial inspection of the books of the 31 brokers impounded last week indicates wholesale violations of the brokers may be presecuted, and, if guilty, have their licenses revoked.

CHI RADIO HESITANT ON SPOT ADS FOR 'PROSTIE'

SPOT ADS FOR 'PROSTIE'

Chicago, May 10.

Despite civic okay on run of "Respectful Prostitute," which opens at Harrls thertre May 14.

play is still getting thorns in its side. Chi radio stations are hesitant about accepting spots to plug "Prostitute" because of title, although guest appearances for Nina Poch have been graphed. In a tront-page editorial, Friday (6) the official Catholle weekly stated those who attend the play "commit grievous sin." Weekly also criticizes unspecified "civil authorities" for reneging on earlier ban.

Nevertheless, int st, if not curiosity, found over 400 mail orders being received, totaling over \$3,000, on strength of one ad which appeared in the Sunday (1) areas. "Described will efficielly

ders being received, totaling ever \$3,000, on strength of one ad which appeared in the Sunday (1) papers. "Prostitute" will officially open on a Sat, matinee (14) since Friday, May 13, will be a benefit performance for Chi Urban League, Equity ruling requires a paid performance between the benefit and skedded opening Sat, (14) eve.

Contractors Assn. Being Disbanded

Theatrical Contractors Assn., trade organization of scenie boilding and painting companies, is being disbanded. According to the group's attorney, Lillian L. Poses, dissolution papers have not been filed but will probably be drawn soon. The association has been in a "quiescent state" for some time, she said.

a different state to some time, she said.

On complaint of various producers, the anti-trust division of the Department of Justice some time ago investigated the contract information "pool" maintained by the group. Members have denied that the "pool" involved any collusion on bidding for construction contracts.

Although no prosecution has been started, dissolution of the association presumably does not absolve individual members from possible responsibility for the group's acts or policies.

See Record Number of Preems For Strawhat Circuit This Season Virginia Davis, Meyer Davis, daughter, has received a bid to do a concert tour of Germany this summer, entertaining refugees. Her brother Emery has sailed for France where he'lt visit their other health and the following the season of the concert tour of Germany this season of the concert to

Record number of new plays will probably be given strawhat tryouts this summer. Economic factors, rather than a wealth of likely scripts, are figured responsible. In coller words, the click of Robert E. MeEnroe's "Silver Whistle" and the Tallulah Bankhead revival of "private Lives" has hopped up managers to try to unearth other booffice bullseyes via low-budget cowbarn break-ins.

Although most silo schedules are not yet fixed, virtually all leading strawhat operators are looking for promising new plays. In nearly all instances, the producers are looking for promising new plays. In nearly all instances, the producers are looking for promising new plays. In nearly all instances, the producers are looking for promising new plays. In nearly all instances, the producers are looking for promising new plays. In nearly all instances, the producers are looking for the London ce have an option for the latter presentation in case the sylvan showcasting is impressive.

Willingness of back - country managers to book tryouts depends largely on two factors. One is the location and type of audience of the particular strawhat. The other is whether the individual resort theatre operator is interested in theatre operator is interested in producing on Broadway. Thus, the Country playhouse, run by the Lawrence Langners (Armina Mar-shall) and John C. Wilson at West-port, Conn., will probably have six break-ins during its 12-week sea-

break-ins during its 12-week season.

Explanation is simple. Not only
are the Langners and Wilson active on Broadway, the former via
the Theatre Guild and the latter
individually and sometimes in partnership with the Guild, but Westport is a natural tryout spot. For
one thing, it is relatively near New
York, so local residents tend to
have already seen Broadway successes and are therefore not so interested in outpost reproductions.
Second, Westport has a large show
business and artistic population,
particularly during the summer, so
it is more theatre-conscious than
remote towns and more inclined to
putronize new plays.

remote towns and more inclined to patronize new plays.

On the other hand, Richard Aldrich, an active Broadway producer, rarely presents more than one tryout per season at his Cape play-house, Dennis, Mass., and will have a similar policy at his second spot the Falmouth playhouse, at nearby Coonamesset, opening this summer. Reason is that the residents of both Cape Cod towns have generally not seen the Broadway hits, so they are drawn to familiar play titles with guest stars. Theron Bamberger, has a Broadway producer, has a guest stars. Theron Bamberger, also a Broadway producer, has a somewhat similar situation at his Bucks County playhouse, New Hope, Pa. Managers of faraway spots, without New York producing facilities, generally find tryouts b.o.

Interest in farmyard tryouts hypood this season because of the inflated costs of production on Broadway. For example, while it generally cost upwards of \$50,000 to do a one-set play on Broadway this season, the Wilson did the Brukhead revival of "Private Line". this season, the Wilson did the Brukhead revival of "Private Lives" at Westport for \$23,000 and, after touring it extensively on the circonella circuit, brought it to New York with the investment already repaid several times over. Similarly, the Guild tested "Whist" at Westport last summer and, even after losses during a pre-Broadway tour, had spent only around \$30,000 when the show premiered on Broadway.

With those figures swirling around under their hats, most havenow impresarios are busily skin-

around under their hats, most have mow impressing are busily skim-ning scripts, looking for that po-tential bonanza. It should be a one-set comedy, with a small cast, preferably not requiring a star, without a "message," and having a firm angle. If it's literate and might amuse a mosquito-swatting audi-ence, that's good, too.

Jed Harris Drops Plan For Rathbone-Everard

FOR NATIONIES EXECTATE

Jed Harris has dropped plans to
the Basil Bathbone in "Everard"
next fall on Broadway after a
trawhat tryout tour. Actor turned
to a the part after reading the
teript. He is scheduled for a number of gueststar appearances this
summer in "The Heiress."
"Everard" is a dramatization by
Lenore Coffee and William Joyce
Cowan of a novel by Elizabeth
Russell. Play is described as a
psychological thriller, but Harris
visualizes it as a light comedy.

In London 'Okla!'

Jack Killy takes over the role of Curly, male lead, in the London edition of "Oklahoma!" at the start of the new season. June 1. He succeeds Chris Robinson, who is returning to the U. S. Killy sails Saturday (14) on the America. He had formerly played Curly in N.Y. and on the road.

Jerry Whyte, musical production Jerry Whyte, musical production manager for the Theatre Guild, also sails this week for a periodic checkup of the London company. He's due back in about two months.

Yale Studes Put Up 4½G For Own Show When Sked Precludes College Date

New Haven, May 10.

Anthony B. Farrell, wealthy pairon of musical shows, may not know it, but he has a couple of understudies here at Yale.

understudies here at Yale.

Traditional practice of Yale Dramatic Assn. into to be confused with the Yale Drama Dept.) is to present a specific number of productions during the Sept.-June term. Also traditional is a system of selecting an original musical via competition basis. When this year's quota was filled, leaving on the outside certain competitors who felt they should be on the inside, group decided to whip up their own production and offer it over the social-event Derby Day weekend (5-7) as a sort of revolt against Dramatic Assn. procedures.

against Dramatic Assn. procedures.
Denied the use of the name of yale. the University bulletin boards, or the campus grounds, undergrads William Backer (music and lyries) and Gordon Wholey (book) personally underwrote their own musical, "Moonshine," to the tune of approximately \$4,500. They hired an outside auditorium, Nick Mayo was brought in from New York to stage the opus, and June Brady and Beerly File were imported from Broadway as femme leads. Production unearthed considerable collegiate talent.

Impresarios didn't get their jack back, but attendance was encour-aging enough to prompt planning a similar venture for next year.

VALLEY PLAYERS' 8TH SEASON: OTHER LOFTS

Holyoke, Mass., May 10. The Valley Players, Equity group The Valley Players, Equity group under the management of Jean Guild. Carlton Guild. Louie Mudgett. Joseph Foley and Dorothy M. Crane, will begin their eighth season at the Mountain Park Casino here June 20. Among the plays scheduled for the 12-week season are "Jenny Kissed Me," "George Washington Slept Here," and "An Inspector Calls."

Actors returning for the summer include Edward Fuller, Ruth Elliot, Miriam Stovall, Anne Pitoniak, Florence Sundstrom and Betty Lou Kein. Donald M. Hermes returns for the fourth year as scenic de-

Keim. Donald M. Hermes returns for the fourth year as scenic de-signer, and William Dodds and Ed-ward C. Purrington have been reward C. Purrington have been re-engaged as stage managers.

Lenawee Players Cancel
The Lenawee Players, which
presented a successful season of
plays in Adrian, Mich., last summer, using a converted barn near
there, has cancelled its 1949 season, as a result of refusal of the
Adrian Board of Education to allow use of a grade school auditorium for productions.
Group was composed of eastern
college students.

Hayloft Gleamings

Hayloft Gleamings
Tryout of Robert Finch's "Tina"
will be done at the State Univ.
Bowling Green, Ohio) summer the
attent July 6. Theatre, Inc.'s, and
Elliott Nugent's tortheoning production of the Max Wylle-John C.
Glibbs comedy, "The Fundamental
George," is scheduled for a summer tryout at either Falmouth or
Dennis, Mass., with Nugent producing and acting in the play,
Comedy may also be done at Denver's Ellitch's Gardens. If so it
will mark first time in strawhat's
59-year history that a play has
been teled out there.

VARIETY Swiss Family Davis

brother, Garry, and try to find work clarineting in Paris.

Miss Davis is giving a recital for the New Jersey Federation of Women's Ciubs convention in At-lantic City today (11),

Law Would Thaw

- Continued from page 1

to any officer or employee of theatre or place of amusement any theatre or place of amusement or entertainment or other place where public exhibitions, games, contests or performances are held, or to any producer or manager or employee of any theatrical company, any commission, gratulty or bonus in connection with the sale, delivery or payment of tickets or in connection with the business being done by such licensee in ticking done by such licensee in tickets of admission to such places."

ets of admission to such places."
Section 1694 of the law lists the violation as a misdemeanor punishable by fine of not more than \$250 or one year imprisonment, or both. Another part of the law which Murtagh is understood to be planning to use is Section 169-g, stating, "Every licensee shall at all times keep full and accurate sets of records showing the prices at which all tickets have been bought and sold by such licensees and the names and addresses of the person, firm or corporation from whom they were bought."

By working with the U. S. Inter-

By working with the U.S. Interby working with the U. S. Inter-nal Revenue Department, the com-missioner is said to be hoping to trace the payments of "ice" by brokers to boxoffee men, and the latters' sharing arrangements with latters' sharing arrangements with assistants, house managers, com-pany managers, producers and the-atreowners. Most b.o. men and others receiving "ice" are believed to report and pay taxes on such gratuities.

'Ice' Acceptance Legal?

It is apparently not illegal to accept "lee"—as distinct from paying it— and the Revenue Department reportedly has no objection to the practice so long as the recipients declare it and pay the proper tax on it. However, the Government's tax sleuths are understood to be investigating possible laxity in such declarations and payments, so there may be chance of cooperamay be chance of coo between these Federal

Even if he gets help from the Revenue operatives, however, Mur-tagh apparently faces a difficult assignment in trying to track down the widespread ticket-scalping setthe widespread ticket-scalping set-up on Broadway. It's believed that much of the bootlegging is being done by smaller agencies, some of which are unlicensed and have no regular offices. Also, according to insiders, a share of the income insiders, a share of the income from the illegal sales in some cases goes all the way to the top of producers' and theatre operators'

General opinion in the trade appears to be that no real solution to the scalping situation is possible, although it's agreed that present conditions have become virtually chaotic and should be improved. According to some close observers it is now virtually impossible for an agency to observe the various regulations and laws and still make a profit. So many of the brokers don't even try to operate legitimately, but merely take care not to be caught violating the law or the League of N. Y. Theatres ticket code. General opinion in the trade

One of the basic difficulties, it's argued, is that there are too many agencies Number of tickets avail-able for hit shows is insufficient to provide operating income for all to provide operating income for all the agencies, it's claimed, so bro-kers have to get more than the legal fee (75c., plus tax, per ticket on downstairs seats) in order to make a living. Since any attempt to limit the number of agencies (by withholding licenses or some other means) would presumably constitute restraint of trade, ap-parently nothing can be done in parently nothing can be done that regard.

that regard.

Almost unanimous attitude in Broadway circles is that as long as people are willing to spend extra money to get scarce tickets there will be people willing to run the risks involved in supplying the denand. According to that line of reasoning, the public is fundamentally responsible for the situation.

Inside Stuff—Legit

With the exit of Samuel J. Friedman as "publicity director" of "At War With the Army," Saul Richman is also dropped as special exploitation man and Maxine Keith as radio representative for the show, Richman was brought in by both Michel Mok, regular press agent for the show, and Friedman, each having contacted him independently the same day. However, he was paid by Friedman out of the latter's own fee. Richman and Friedman arranged the various stunts that drew Broadway attention to "Army."

Whole situation involving Friedman, Mok and the "Army" management has been complex. Mok had a run-of-the-play contract for the production and handled it during rehearsal, the six-week tryout tour and through the opening at the Booth, N. Y. When no followup publicity appeared in the Sunday papers following the preem (five days later), the producers phoned Mok at home and gave him notice, having already engaged Friedman. The Assn. of Theatrical Press Agents & Managers refused to permit breach of Mok's contract and also ruled that the management could not fire Mok's associate, Helen Hoerie. So until last week, there were five people working on publicity and exploitation for the comedy, which was averaging only about \$10,000 gross.

gross. Meanwhile, Mok has been p.a. for "South Pacific," the biggest hit in Broadway history. He also continues with "Army."

Los Angeles Civic Light Opera Assa, teed its season Monday (9) with "The Great Waitz," but only a mild profit is in sight despite the promise of a record-breaking gross. Advance subscription sale accounted for almost \$500,000 before the season started, and a total gross of \$700,000 isn't unlikely. But costs this year are considerably higher. "Waltz," for example, was built at a cost of better than \$150,000, more than "Song of Norway," for showing only at the L.A. and Frisco Civic seasons. Additionally, Civic had to guarantee heavy coin in order to bring in "Brigadoon" and "High Button Shoes" and is guaranteeing around \$220,000 for the four-week break-in of the "Kiss Me Kate" national company. Understood the weekly guarantee for "Kate" is around \$55,000, with a top weekly gross of about \$60,000 possible.

Physical discomforts connected with legit theatregoing in Buffalo have become so great that many of local public are voluntarily passing up legit attractions. Acoustics of the Erlanger there, which have long been notoriously bad, have now deteriorated to a point where from dozens of orchestra seats at \$3 and \$4 the dialog from stage is completely inaudible. Combination of high outside temperatures this spring, with full steam on inside theatre, created additional gripes for theatregoers. During recent engagement of "Born Yesterday," inside of house hit turkish bath temperatures, with paying customers having to sweat it out at several performances.

Was Season 'Meritorious'?

query. "Let someone produce them and not merely announce them for production by way of getling some free, hightoned personal publicity." The Times' Brooks Athinson couldn't offer any suggestions; "I'm afraid it all comes down to the lack of good plays." he said.

down to the lack of good plays,
be said.

Gripes?—the Boxscore Chiefly
As to any particular gripes about
the season, Atkinson had none.
"I enjoyed it," he declared. Chapman, concurring, said: "Nope, I
ain't got any gripes about the season. And if I can manage to get
way down toward the bottom of
VARIETY'S Critles' Boxscore, I'll
feel I have done my duty." The
Journal-American's Robert Garland, answering the "any particular gripe" query, wrote: "Only, as
usual, VARIETY'S persistent boxscore, of which I try to keep somewhere in the middle. I object only
to the supposition that, because I where in the middle, I object only to the supposition that, because I like a play and find it worthy and enjoyable, it is going to be suc-cessful at the boxoffice." (Box-score—the 26th Annual—in next week's issue—Ed.).

score—the 26th Annual—in next week's issue—Eds...

In reply to whether this was a meritorious season, Nathan said: "It was a sometimes amusing season, but hardly a meritorious one from a critical viewpoint." Garland disagreed; the season was meritorious, he said, because there were more consistently good attractions. Hawkins sided with Garland on the season's merit, pointing out, for instance, the "courage such as "The Madwoman' required, fresh talent as in 'Lend An Ear,' advanced musical technique as 'South Pacific.'"

Economics of the Theatre

Economics of the Theatre

"Economics of the Theatre
"Economics were understressed this season, not overstressed," said Coleman, in reply to another question. "It seems to me that it costs too much today to produce a straight or musical play. This, in part, is due to the trend in recent years from producer-writer financing to angeling. I believe that production costs could be cut almost in half if producers were to back plays with their own money instead of forming syndicates of investors, and then cut-

to back plays with their own money instead of forming syndicates of investors, and then cutting themselves in for big chunks of the productions as impresarios and fund-raisers."

Chapman, however, said economics bad been overstressed in the theatre, "just as it has been in my home. I yearn for prime beef at 16c, a pound and prime ham over Joe Leblang's counter at \$3 a pain of fickets. But I haven't the faintest idea how to get back to these ideals, and if I did, I wouldn't be writing to Vantery—I'd be down in Washington order-

ing Mr. Truman to take his danned plano out of the White

damned prano co...

House."

Nathan found "too many bad serious plays and bad comedies"

this season, but added, "there continuate."

this season, but added, "there usually are."

On the query, "Do you think there is any particular significance in some of the impressionistic scenery this season," Alkinson answered: "It's about time." Garland. swered: "It's about time." Garland, however, discussed it seriously. "It's leading. I hope, to less costly productions and a larger use of the arena type of production." he said. Hawkins hoped it points a trend. "There is too much, too elaborate, too overpowering scenery," he wrote.

wrote.

Coleman, while concurring in the use of drapes and simple settings if it cut production costs and encouraged more production, pointed out, however, that casting and production did weigh heavily toward success or failure in the modern theatre, as witness "Detective Story" and "Death of a Salesman."

Strawhat Jottings

ing. N.1. William Merrin vi-June 21 . William Merrin vi-be in charge of production at the Will-O-Way playhouse. Mich. this summer . Eve Arden planning

EXTENDS ALBANY SEASON

EXTENDS ALBANY SEASON
Albany, May 10.
Malcolm Alterbury has booked
"The Medium" and "The Teleplone," plays with music, for four
performances at the Playhouse,
May 25-28, in the first after-stockseason presentation scheduled in
two years of operation. Alterbury
may bring in others, during the offmonths, if the first click, Original
N. Y. company, headed by Marie
Powers, will troupe at \$2.40 top.
Regular repertoire season cuded
Saturday (6). Alterbury adding a
third week of "The Voice of the
Turtle."

Total Broadway Grosses

The following are the comparative figures based on Variety's boxoffice estimates, for last week and the corresponding week of last season:

 Number of shows current
 Season
 Season

 29
 29

 Total weeks played so far by all shows
 .158
 .237

 Total gross for all current shows last week
 \$72.700
 \$602.000

 Total season's gross so far for all shows
 \$27.292.100
 \$27.083.500

 Number of new productions so far
 65
 63

Chi Spotty; 'Allegro' 25G, 'Adam' Mild 9G, 'Finian' 22G, 'Roberts' 20G

\$4.500 in New Haven

New Haven, May 10.
Three-day stand of "Present Laughter" at Shubert last week-end (5-7) pulled a fair blz for this Edward Everett Horton starrer. Four performances at \$3.60 top garnered an approximate \$4,500. Critical reception okay.
House has nothing further in the works for this season.

'Finian' For Mpls.

bands and stage attractions only into their Minneapolis film houses for exclusive Twin City engagements. It has found that the gross potentialities do not exist in St. Paul. been to spot its costlier stage

Paul.

The fact that Minneapolis gains prestige and other benefits from getting the big musical shows exclusively, and St. Paul loses it, increases the one twin's injury. Most touring legits, of course, play both cities, but the bulk of the playing time usually is apportioned to Minneapolis. Some attractions that are booked for full week in Minare. neapoils. Some attractions that are booked for a full week in Minneap-oils make St. Paul a one-night stand. Minneapoils is now considered a poor show town as far as the legit is concerned, but St. Paul the legit is concerned, but St. Paul rates considerably worse, having the reputation of being one of the country's worst. Grossing only \$14.000 in six performances, although it was one of the Theatre Guid-ATS subscription attractions, and the city has a large subscriber list (larger than Minneapolis). "Allegro," for example, recently lost \$14.000 on its St. Paul engagement. It also suffered a hefty loss in Minneapolis, Sealle 21-22. 22. A."—Cass. Det. May 10.

"Born' 101/2G, Toronto My 10.

"Born' 101/2G, Toronto My 10.

"Toronto My 10.

"Toronto My 10.

"Toronto My 10.

"With heat wave hurting," Born Yesterdays grossed wesk \$10.050.

"Heat was head of the The week and moved out form." (No. 1.6.1-8): Lyric, Richmond Greenshoro (12; Car. Durham Greensh

'BLACKOUTS' \$16,200, LA

'ICE' GREAT \$104,700,

Los Angeles. May 10.

Legit perked locally this week with the opening of the L. A. Civic Light Opera Assn's 12th season. Opening attraction. "The Great Waltz." teed off last night at the Philharmonic auditorium. Season will be the Civic's greatest grosswise. advance sale having hit a new peak of almost \$500.000.

Two more houses rekindle next Monday 161, Billmore bringing in Cabalgata.' S. Hurok's Spanish musical making its U. S. bow, and Las Palmas offering "Love in Upper Sandusky." which moves over from a tiny San Fernando Valley tryout house.

Last week's hot weather thawed "leceapades" slightly but it's still doing near-capacity biz. Sole other attraction open during the frame. Ken Murray's "Blackouts." also dipped.

dipped.

Estimates for Last Week
"Blackouts of 1949," El Capitan
(359th wk) (1.142; \$2.40). Down
again to \$16.200, but still comfortably above the breaking point.
"Icecapades of 1949," Pan Pacific Aud '3rd wk) '6.150; \$3.60).

Down to \$104,700, but st Will remain through May

Waltz' \$39,600 In Frisco

San Francisco, May 10.

Edwin Lester's production of "The Great Waltz." with Walter Slezak, Dorothy Sarnoff, Melva Niles and Charles Fredericks, racked up a gross of \$39,600 last week at the 1,770-seat Curran theatre to wind up its three-week stand as the opening bill of the San Francisco and Los Angeles Civic Light Opera Assn. season. First two weeks drew \$37,000 and \$37,500, respectively.

Subscription sale here this season totals \$275,000, an increase of 10% over 1948. Subsequent offerings will include the touring productions of "Brigadoon" and "High Button Shoes," plus the premiere of the second company of "Kiss Me Kate." co-starring Annel Jeffreys and Wilbur Evans.

Alfred Lunt and Lynn Fontanne chalked up a powerful \$29,000 for the second week at the Geary in the Theatre Guild's "I Know My Love."

'OKLA.!' TROUPES TOTAL 62G IN SPLIT WEEKS

Ft. Wayne, May 10.
No. 2 company of "Oklahoma!"
piled up a nifty gross of \$38.100
last week in stands at the Auditorium, Kalamazoo, and the Quincy

Rodgers-Hammerstein musical is playing the Erlanger, Buffalo, this week.

24G for Original Hartford, May 10. Original edition of "Oklahoma" grossed a total of almost \$24,000 last week in a split between Memorial auditorium. Worcester,

morial auditorium. Worcester, the Bushnell auditorium here, heatre Guild production is sying all this week at the Palace, nochester, N. H., the first legiter make a full-week stand in the g in years.

Monte Carlo Ballet Sock 40G, 'Gayden' NG 5G in Hub

406, 'Gayden' NG 5G in Hub

Boston. May 10.

The Hub's legit season petered out into a return engagement at pop prices of "Born Yesterday" this week as the comedy came back to the Colonial for a run at \$1.80 top. All other houses currently dark and no prospects in view before June.

Biggest news last weck was the sensational biz done by the Ballet Russe de Monte Carlo at the 3.000-seat Opera House. At a \$4.20 top the house went nearly clean for all eight performances of the second week to touch sock estimated \$40,000.

"Gayden." however. at the Plymouth, failed to gain on second week and moved out following poor \$5.000.

Broadway's Toboggan; 'Knife' Keen \$17,400, 'Medea' \$32,700, 'Charley' \$36,800, 'Streetcar' 19G, 'Love' Out

Grosses on Broadway fell even hurt by general conditions; under below expectations last week. For all but the top hits, receipts dropped as much as \$4.000-\$5.000, even on the straight shows. Four offerings went clean at all performances.

formances.

Flurry of additional closings have been announced, and other managements are resorting to two-for-ones in an effort to bolster the sagging attendance. The bargain gimmick is having varied results, boosting business for "Big Knife" but having no apparent effect on "Light Up the Sky." Receipts were generally a bit better Monday night 19).

Closings last week included "All.

night '9).

Closings last week included "All for Love," "Bruno and Sidney," "Mrs. Gibbons' Boys," "Private Lives" and "Ilappiest Years." Slated to fold Saturday (14) is "Love Life" and possibly others. "Light Up the Sky" shutters next week. This weeks only opening was "Gayden," which began last night (Tues.). The arrival next week of "Man and Superman" for a return engagement winds up the season's schedule.

Estimates for Last Week

Keys: C (Comedy), D (Drama), CD (Comedy Drama), R (Revue), M (Musical), O (Operetta),

CD (Comedy Drama), R (Revue).
Other parenthetic figures refer, to seating capacity and top price, including 20% amusement tax. Honever, estimates are net; i.e., crelusive of tax.

"All for Love." Hellinger (15th wk) (R-1,543; \$4.80). Broadway's fabulous angel, Anthony B. Farrell, finally got tired of paying the tab, so the musical closed Saturday (7) after 121 performances, at an estimated loss of around \$500.000; finale week got a measley \$4.000.
"Along Fifth Avenue." Imperial (17th wk) (R-1,472; \$6). Has started using twofers, and receipts responded moderately; \$19,700 last week; needs about \$21,000 to break even.

"Anne of the Thousand Days." Shubert '22d wkt 'D-1,378; \$4.80). Slipped a bit more to \$21.600; will recess June 25 until Aug. 22.
"As the Girls Go." Winter Garden '25th wkt 'M-1,519; \$7.20).

Also felt the general slump; under \$40,000.

oen 125th wk) (M-1,519; \$7.20). Also felt the general slump; under \$40,000.

"At War With the Army," Booth (10th wk) (C-712; \$4.80). Was likewise affected in the downbeat; question how long it can keep going at this pace; \$7.900.

"Big Knife." National (11th wk) (D-1,172; \$4.80). Has responded spectacularly to the use of twofers, with John Garfield's personal draw figured a major factor; climbed a bit more to \$17.400.

"Born Yesterday." Miller (170th wk) (C-940; \$4.80). Also hurt by the general dip; \$9.500.

"Bruno an d Sidney." New Stages 1st wk) (C-299; \$3. Edward (Zaulfield farce opened Tuesday night (3), closed Saturday (7); got about \$1,200 for six performances.

"Death of a Salesman." Morosco (13th wk) (D-931; \$4.80). One of the four clean sellouts; over \$24.400 again, everything possible at the scale.

"Detective Story." Hudson (7th wk) (D-1,057; \$4.80). Also went clean at all performances. including a theatre party at the midweek mattince; about \$22,700.

"Edward, My Son." Beck (32d wk) (D-1,214; \$4.80). Altendance has dived lately for the London import, and two-for-ones are being tried beginning this week; about \$11,000.

"Gayden." Plymouth (D-1,062; \$4.80). Play by Robert and Mignon McLaughlin means the desired and second the control of the four of the control of th

"Light Up the Sky," Royale (25th wk) (C-1,025; \$4.80). Two-for-ones have failed to help, so the Moss llart comedy is folding May 21; drooped to \$10,400; has more than carned back the original investment.

ment.

"Love Life," 46th St. (31st wk) (M-1,139; \$6). Has found the twofer glumick only a temporary hypo; closing Saturday (14); tour announced for fall; about \$17,000; has earned back 20° c of the \$200,000 investment.

"Madwoman of Challot," Be-lasco (18th wk) (C-1,077; \$4.80), Prize import was hit by the down-beat; almost \$18.000.

"Medea." City Center (1st wk) (D-3.025; \$3), With the huge capacity at this municipal showcase, the Judith Anderson starrer pulled a better gross than at any time during the original Broadway run; about \$32,700; this week is the finale.

finale.
"Mister Roberts." Alvin (64th wk) (CD-1,357; \$4.80). Only the midweek matinec failed to sell out; nearly \$34.000.
"Mrs. Gibbons' Boys," Music Box (1st wk) (C-1,012; \$4.80). Will

Box (1st wk) (C-1,012; \$4.80). Will Glickman-Joseph Stein farce premiered Wednesday night (4), closed Saturday (7); approximately \$5.000 for five performances, including the opening.

"Private Lives," Plymouth (31st wk) (C-1,062; \$4.80). Tallulah Bankhead finally concluded her sock revival Saturday night (7) after 248 performances; will tour again briefly next fall; over \$10,000 for the closing week. for the closing week

again briefly next fall; over \$10,000 for the closing week.

"Silver Whistle," Biltmore (24th wk) (C-920; \$4.80). Jose Ferrer is proving a boxoffice draw as well as a critical click; comedy slipped less than expected; bettered \$13,000; was underquoted last week.

"South Pacific." Majestic (5th wk) (M-1659; \$6). Getting everything the house will hold, nearly \$50,600 again.

"Streetear Named Desire," Barrymore (75th wk) (C-920; \$4.80). Also holding up well in the rough seasonal going: topped \$19,000.

"The Traiter," 48th St. (6th wk) (D-917; \$4.80). Management is using a modified twofer setup, which has be osted attendance somewhal talely; off last week to under \$9,000.

"Two Blind Mice," Cort (10th wk) (C-1,064; \$4.80). Also hit by the brutal trend; under \$10,000.

"Where's Charley?" St. James (30th wk) (M-1,509; \$6). Ray Bolger show is the wonder grosser of the season; only a trifle off from capacity at \$36.800.

EVANS-'SUPERMAN' NEAT 11G IN MPLS

Minneapolis, May 10.

Unseasonably hot weather, "Ice Follies" and night baseball conjetition couldn't stop "Man and Superman" from hitting a fast \$11.000 pace for three nights and a matinee at \$3.60 top at the 1.900-seat Lyceum. Critics spilled high praise over Maurice Evans and his supporting cast. Show followed its local three-day stand with a

praise over Maurice Evans and nis supporting cast. Show followed its local three-day stand with a St. Paul one-nighter. Season still has two attractions to go. "Finian's Rainbow" comes May 16 and "A Streetcar Called Desire" May 30, each for a week.

For 3 Weeks in N.Y.

Chicago, May 10.

Pre-seasonal scorching weather didn't hit at iegit b.o. as in other aspects of entertainment here. Conventions in town contributed to "Mr. Roberts" and "Mr. Adam." with posting of finis for Finian's Rainbow" helping latter. "Inside USA" comes into Shubert May 16 instead of reported May 23, with "Finian's" pulling out a week earlier.

Chicago, May 10.

Ballet Theatre's 107G

Ballet Theatre's 107G

Ballet Theatre's 107G

Theatre's 107G

For 3 Weeks in Ballet Theatre, which finish three-week engagement at the Opera House. N. Y. Sunday grossed an estimated \$107.00 in 25 performances at a \$3 The average was \$4.279 a poor.

23. with "Finians" pulling out a week earlier.

"Allegro," in final week of Thearte Guild sponsorship, getting neat returns. "Respectful Prostitute finally opening here May 14, after censorship hassle few months back, at Harris theatre. "Funzapoppin dt Chicago Stadlum May 13 through May 30.

Estimates for Last Week

Estimates for Last Week
"Allegro." Great Northern (3d
week) (1,500; \$4,94). Last week of
Theatre Guild subs. Upped slightly
to almost \$25,000.
"Finian's Rainbow." Shubert
(14th week) (2,100; \$4,94). "Lastweek" ads hypoed take to over
\$22,000.
"Mr. Adam." Blockton. (2)

\$22,000.

"Mr. Adam," Blackstone (3d week) (1,358; \$3.80). Conventioneers helped here. Mild \$7.000.

"Mr. Roberts," Erlanger (34th week) (1,334; \$4.33). Aimost

Horton-'Laughter' Fair

Current Road Shows "Allegro" - Gt. Northern, Chl.

Bailet Theatre, which finished a three-week engagement at the Met Opera House, N. Y., Sunday (8), grossed an estimated \$107.000 for the 25 performances at a \$3 top. The average was \$4.279 a performance, as against last year's average of \$3.512 during a five-week stay at a \$4.20 top.

Troupe discovered that its \$3-top seats sold best, with its \$1.80 seats doing badly, and its \$1.20 tickets hardly moving at all. The \$1.80 seats were in back of the dress circle and balcony, patrons prefering the \$1.80 standing room tickets to the other.

Company will now lay off till the summer, when it will perform at the Ted Shawn school, Jacob's Pillow, Lee, Mass.

low, Lee, Mass.

'Lucasta' 16G, Balto,

"Anna Lucasta" decided to con-tinue its engagement at the indie Maryland after a previously an-nounced closing set for last Tues-day (3). Extended run of 17 nights

winding up tonight Tuesday

is winding up tonight Tuesday with \$16.000 indicated for run. Letting down of seating restrictions to Negroes and active campaign for attendance from this sector helped at the b.o.

Late booking of "Allegro" into Ford's, May 23, as the fourth of five plays promised under American Theatre Society-Guild subscription. Is stretching the season at this house, which had about called it curtains and was figuring on a refund to subscribers for the two dates still coming to them.

For 17-Nite Run

(9-22),
"Annie Get Your Gun" — Conv. Hall, Tulsa (10-11); Conv. Hall, Hutchinson (12); Music Hall, K. C. (13-14); Davidson, Mil. (17-21).
"Blackouts of 1949"—El Capitan, L. A. (9-22).
"Born Yesterday" — Colonial, Bost. (9-22).
"Brisadon" — Omnha, Omnha

"Born reactions Bost (9-22).
"Brigadoon" — Omaha, Omaha (9-11): KRNT, Des Moines (12-14); Music Hall, K. C. (17-22).
"Finlan's Rainbow" — Shubert, Chi, (9-15): Lyceum, Mpls. (17-22). "Harvey" (Fay Co.)—Town Hall, 10-10-10 (9-15): Erlanger, Buff.

17-22).
"Harvey" (Brown Co.) — Chief.
Colo. Spgs. (10); Capitol. S. L. City
(12-13); Curran. Frisco (15-22).
"High Button Shoes" — Hanna.
Cleve. (9-15); Hartman, Col. (17-

22).
"I Know My Love" — Geary.
Frisco 9-14); Aud. San Jose (15);
Mayfair. Portland (17-19); Met..
Seattle (21-22).
"Inside U. S. A."—Cass. Det.
(9-15); Shubert. Chi. (17-22).
"Man and Superman"—Davidson, Mil. (9-15).
"Mr. Adam" — Blackstone. Chi.
(9-27)

Plays on Broadway

52

Mrs. Gibbons' Boys
George Abbott production of comedy in
hree acts by Will Glickman and Joseph
ton, Festures Lois Bolton, Gleuda Far
ton, John Roll lighting, John Roll
tox, N. Y., May 4, '49; \$4,80 top (86
pening). COCUMENS.

As the next-to-last gasp of an expiring season, George Abbott has brought to town a desperately nirthless tarce called "Mrs. Gibbons Boys." The work of two expert radio gaguen named Willows radio gagmen named man and Joseph Stein Clickman and Joseph Stein, the play has what might be a hilarious premise and is crammed to the curtain lines with goofy situations' and jokes. But as comedy it never jells, so it all adds up to a dismal evening.

evening.

The yarn is about a doting mama who simply can't believe that her three hoodlum sons are more than mischievous boys. On the very day that she accepts her Milquetoast sultor, her two oldest darlings break out of jail and arrive home with the one anusing character in the play. a humorless thug with a with the one amusing character in the play, a humorless thug with a quaint concept of gatlantry. With several dozen minor variations, that serves as plot.

This time, George Abbott's cele-brated comic touch seems to have a stock-company weight. For if the yarn is incredible, the heavy-handed performance accentuates it. Except for Glenda Farrell, who is direct and plausible in the more or

less extraneous role of the aunt, and Royal Dano, who generates laughs by his intense seriousness, the cast generally overacts the fun out of the piece.

John Root's setting seems implausibly roomy, but otherwise lends admirably tawdry atmosphere.

(Closed Saturday (7) after five performances.)

performances.)

Bruno and Sidney

Bruno and Sidney

New Stages, Inc., production of comedy
in three acts (five secures) by Edward
Caulfield, Directed by Phillip Loeb; setting and lightling, Robert Gundlach, AtMrs. Baglioni
Fred Goodrich
Miss Hassy
Fred Goodrich
Miss Lacey
Malenby
Fred Goodrich
Miss June Prud'homme
Heater Stanley
Lester Lonergan, Jr.
Brackman
Salem Ludwig
Malloy
Jimmy Little
Hyacinth
Sylva Davis
Doctor
Joanna Carlyle Brokaw
Kermit Murdock
Mr. Dill
Officer Feeney
George Cotton
Dr. Schumann
Arnold Robertson

New Stages, which drew Broadway attention to Greenwich Village
last season with "Launp at Midnight" and "The Respectful Prostitule." winds up its disappointing
second season with a depressing
little item called "Bruno and Sidney." Since this play, it was hoped,
would offset the earlier mishaps
and, both financially and psychologically, redeem the season, its
failure is particularly discouraging.
"Bruno and Sidney," which was
held at various times by several difterent Broadway managements, including George Abbott, is a farce
by Edward Caulfield which should
be funny but isn't. It's about a
young historical writer who moves

"Sammy White is twenty years better."

"Everybody will say Sammy is good—everybody but me: I'll say he's great."

"Sammy White stole the show repeat-

"Sammy White is better than ever."

"There's one performance we're willing

to underwrite . . . That's Sammy White's dancing Frank."

"Sammy White takes first honors in my

"Sammy White's 'Frank' is one of 'Show

"Sammy White — the nimble dancing

"Sammy White is an infectious low

comedian still has his skip and bounce.

Boat's' reasons for revival."

"Sammy White is a treat."

into a converted tenement on Third avenue, N. Y., and becomes the un-willing host to two remarkable mice, Bruno and Sidney.

willing host to two remarkable mice, Bruno and Sidney.
When it develops that one of the mice is seven years old and thus presumably worth \$20,000 to science, the place is invaded by a small army of "characters," including various stewpots from the saloon downstairs, the uninhibited landladdy, a sex-dippy gal from an adjacent apartment, an affected philanthropist and collector, an insurance salesman, the cop on the beat and a rodent specialist from the Rockefelled Institute. There's a wealth of farce material in the uproar, but it's never believable and thus the humor doesn't come off.

off.
Under Philip Loeb's emphatic di Under Philip Loeb's emphatic di-rection the performance is practic-ally frenzied. Billy Redfield has only occasionally relaxed moments as the young writer, Salem Ludwig manages a few modulated lines as a good-humored rumbum, and Joan Tompkins is acceptable in a straight bit. But the others tend to straight bit. But the outers congress give a playgoer the fidgets. Robert Gundlach's setting looks properly Hobe. seedy.
(Closed Saturday (7) after six

Don't Go Away Mad

Pon't Go Away Mad Verbosity, tediousness and obscurity are the prevailing features of William Saroyan's most recent play, "Don't Go Away Mad," which was staged at the Master theatre, N. Y., for two performances, Sunday-Monday (8-9), by the Abbe Practical Workshop. Centering his action in a cancer ward of a public hospital, Saroyan has assembled a melange of patients who discourse on everything from racial prejudice to love and hate. Formation of the three acts is out of the ordinary in their running time of 55, 90 and 20 minutes, respectively.

minutes, respectively.

Character portrayal was far superior to the material. P. J. Sidney copped top thesping honors in a superlative performance as a can-cerous Negro who finds happiness cerous Negro who finds happiness in having an unabridged dictionary read to him. Other performances, notably those given by Victor Bar-tell, Jay Barney, Richard Venture and Marshall Flaum, were above

par.
The customary Saroyan "charm" is lost in the grimness and realism of the dreaded cancer geria.

When You Hear Signal Wedding in Japan

And Wedding in Japan
A one-act curtain raiser, "When You Hear the Signal," and a three-acter, "Wedding in Japan," both inew works, were put on by the New School's Dramatic Workshop at the President, N. Y., for seven performances, ending Sunday (8).

The opener, situating itself in a city park and pivoting around a Mr. Jordanish sort of character, is the more captivating of the two. The central role was ably portayed by Martin Garner, who, with the aid of a telephone and a park bench, went about solving the problems of numerous passersby.

An intelligent understanding of people was displayed by author David Mark, who assembled as varied a collection of characters, as one could hope to meet on a stage. Performances on the whole were given competent handling with an especially neat portrayal by Robert Gibbons, as a down-andout old timer.

As the main entry, "Wedding in Japan" opened with an interesting first act, simmered down to mediocrity at the midway mark and then upped to a strong final curtain. Ted Pollack has written an understanding and sympathetic drama about a Negro Gt stationed in Japan who is confronted with a bigoled white lieutenant. Play's lack of action and weak second act make it implausible for Broadway, but markedalase the depans to a strong final termanders and the desired with a bigoled white lieutenant. a bigoled white lieutenant. Play's a bigoled white lieutenant. Play's lack of action and weak second act make it implausible for Broadway, but nevertheless the drama is a meritorious one though similar to the film "Home of the Braye" in theme.

theme. Court martial proceedings in the third act supplied the play with its most exciting moments and also showed off some good directorial work by Chouleau Dyer, Michi Okomoto was properly naive as a well bred Japanese girl, while Carl Canegala was fair as the Negro soldier. Joseph Sargent's portrayal of the prejudiced lieutenant had all the proper vehemence. Setting by Stan Schwager was functional despite the limited space.

Home Town Honors Brown

Holgate, O., May 10.

Comedian Joe E. Brown will leave his role in "Harvey" in Toronto, on May 28, in order to be guest of honor in Holgate, the willage of his birth, when that town celebrates "Joe E. Brown Day" on May 30.

Legit Bits

Michael Todd, producer of "As the Girls Go," ordered 50 of Columbia Recording's "South Pacific" albums as presents for his friends . Sidney Kingsley has taken office space in the Hudson theatre, N. Y., where his "Detective Story" is playing . Stanley Gitkey due back yesterday (Tues.) from a quick trip to Hollywood to line up a script for a Broadway show in the fall ... Backers of "Kiss Me, Kate" received another \$73,000 return this week, bringing the payment to \$193,000 on the \$180,000 investment . Jean Tachau, dancer in "Kate," will be married Saturday (14) at her home in Louisville to Richard Haas, assistant to John C. Wilson, director of the show.

showing his bride the Broadway sights this week.

"Prophet Without Honor," by screen and radio writer Doris Gilbert, will be presented during June at the Pasadena playhouse. Authoress is daughter of song writer Wolfie Gilbert . . Samuel French acquired amateur rights to Herman Wouk's "The Patriot" for \$7,500 advance, plus royalties. Elleen Heckart joined cast of Broadway production of the meller, replacing Jean Hagen, who went to the Coast on a Metro contract . . Grace George will star in Guthrie McClintie's production of Rosemary Casey's drama. "Mother Hiddebrand," on Broadway in the fall . . S. N. Behrman returned to N. Y. from the Coast, where the Lunts are trying out his "I Know My Love." for the Theatre Guild . . Hearty Senber, who will pressagent the Starlight Operetla season at Dallas this summer, will go out ahead of the "Death of a Salesman" road company in the fall.

Lawrence Langner, co-director of the Theatre Guild enters the

Lawrence Languer, co-director of the Theatre Guild, enters the Hospital for Joint Diseases, N. Y., this week. Nothing serious Playwright-editor Charles MacAr-Playwright-editor Charles MacArthur is in Lenox Hill hospital, N. Y., with a stomach ailment Watson Barratt left last week for St. Louis, where he'll be designer and production assistant on the Muny Opera season. Robert Whitehead sails next week for a two-month vacation in Europe. His partner, Oliver Rae, will also leave soon for a European trip. Pair have dropped plans to present Joseph Schildkraut on Broadwaynext fall in a dramatization of "The Trial."

next fall in a dramatization of "The Trial."

Joan Chandler takes over the femme lead in "Where's Charley?" with the start of the new season, June 1. She succeeds Allyn McLerle, who's going into the title part in the new Robert E. Sherwood-Irving Berlin musical, "Miss Liberty" Leora Dana and Ray Walston won the Clarence Derwent awards for best non-featured performances of the season, for their respective portrayals in "Madwoman of Chaillot" and "Summer and Smoke" Arthur Lesser, producer of "Along Fifth Avenue," has announced that he will put into rehearsal July 25 a new musical titled "Boffola," with book by Don Appell and music and lyries by Milton Pascal and Phil Sherrlek.

All officers of Theatrical Protections

lyrics by Milton Pascal and Phil Sherrick.

All officers of Theatrical Protective Union. Local 1, stagehands, were re-elected at the annual meeting Sunday (8) in New York. They include Joseph Dwyer, president; George F. McDowell, secretary; John J. Garvey, 'financial secretary: John Goodson, business agents Dwight Deere Wiman is negotiating with Barrie Stavis for a musical comedy adaptation of the latter's new novel. "Home Sweet Home" Reginald Denenholz leaves Friday (13) for Chicago, where he'll pressagent the Lassor H. Grosherg-New Stages presentation of "Respectful Prostitute" and "Hope Is the Thing."

Michael Higgins returns to New 112 cms 200 on the

guest of honor in Holgate, the and "Hope Is the Thing," wilkage of his birth, when that town celebrates "Joe E. Brown Day" on May 30.

Brown will dedicate a stadium named for him on that day.

"Hope Is the Thing," Michael Higgins returns to New Lour of "Brigadoon" playing Jeff Lour of "Brigadoon" playing Jeff Camp Shows.

Heatwave Wilts London Legit

London, May 10. Sudden heatwave and a disappointing government budget is not helping slow biz in the West End, with only the recognized hits making the grade. Even names

with only the recognized hits making the grade. Even names don't help.

Instance is "Power Of Darkness." at the Lyric. Starring Stewart Granger and Jean Simmons, play did big biz in the provinces, but is faring very badly here. As result the cast has been cut in salary, with stars taking \$60 per week till better times. And if that is not visible shortly, play will come off.

come off. Eric Maschwitz's "Belinda Fair," musical at the Saville, is the same, Show is losing nearly \$2,000 per week, with entire cast on big cut.

Play Out of Town

Monday's Heroes

Actors' Lab production of drama in three ecks by Fine. Directed by Mor-ris Carnovsky. Service descriptions of Doris Karnes. Opened actors that Dayhouse, Hollywood, May 6, 38, 31, 31, 10p.

Openeo
Hollswood, May 6, '49; \$155

Peter Virgo
Angela Clarke
Elamore Pine
Elamore Pine
Hollswood, May 6, '49; \$155

David Wolfe
Creely Browne
Edwin Max
Holls Southall
Holls Southall
Marjorie Sieele
Lary Jacobs
Lary Jacobs

Latest in a series of Actors' Lab tryouts, this new Les Pine script has the elements, but they haven't been fused properly. And while the welding job won't necessarily result in a script that has great Broadway or film possibilities, "Monday's Heroes" could succeed as a stock or strawhat offering.

More of a portrait than a play, the characters are limined with bold strokes. Some unfortunately weaken the overall picture considerably, the playwright displaying an occasional and irritating tendency to lapse into glowing rhedency to lapse into glowing rhe

weaken the overain preture considerably, the playwright displaying an occasional and irritating tendency to lapse into glowing rhetoric that is out of place in his characters.

Single-setter is localed in Chicago, where a mother and her two grown sons tensely await a visit from the domineering father who deserted them years ago, and from the third son who fled to join him in California more recently. The visit renews the family feud as the father seeks to lure the remaining two sons from their mother's side. He loses after a hectic day, the sons choosing a life of 'mourishment for the soul' against moral rangible benefits. At times warmly human, at times harshly brutal, the script sustains interest despite its weak points.

Program credits direction to Morris Carnovsky and Sam Gary, dual chore apparently responsible for fluctuating performances. Most even job is turned in by Edwin Max as the harsh, materialistic father. Peter Virgo is good as the eldest son, with Angela Clarke hitting moments of great sincerity as the mother. Jerry Paris, Pidlip Pine and David Wolfe also please. Doris Karnes' living-room set 18 swell.

Revive Ohio State U. Maskers

Revive Ohio State U. Maskers Columbus, O., May 10. After an absence of 10 years Scarlet Mask, Ohio State U.'s all-mate dramatic society, has been has be "Howdy male dramatic society, has been revived and announces "Howdy Stranger!" as Its first musical pro-duction, May 25-26.



Available for Stock

Anna Lucasta (White) Bruno and Sidney Favorite Stranger

Leonard and Cowl 516 Fifth Ave., N. Y. MU 7-6782

WHAT MAKES SAMMY WHITE.. "Sammy White is as funny as he ever was and that was very funny."

edly."

book."

M. F. McDERMOTE Cleveland

DONALD KIRKLEY The Sun Baltimore

ASHTON STEVENS Herald-American Chicago

BRON, VARIETY

ELLIOTT NORTON

ROBERT COLEMAN Daily Mirrar New Yark City

ARTHUR SPAETH Cleveland News Cleveland

SYDNEY J. HARRIS Chicaga ROBERT GARLAND

Journal-American New York City WARD MORFHOUSE

The Sun New Yark City

NORMAN CLARK

Hollywood

EMILIA HODEL

comedian whose eccentric hoofing in-variably provides the highlight of his amiable performance." "Top honors in our opinion go to Sammy

"Sammy White is just as agile, just as funny, just as authentic, and ves. just as youthful . . . He's a marvel."

> PHISSELL MacLAUCHLIN The News Detroit



"Sammy should apen a school for comics and hand aut scholarships to same af the allegedly funny boys who inflict themwho inflict them-selves on unsus-porting nitery pa-trans as come-dians."

GEORGE BOURKE The Herald Miami

TO MESSRS. RODGERS & HAMMERSTEIN:

"Thanks for two of the happiest years of my career."

SAMMY WHITE P. S.: Thanks to Gene Mann for Greek Theatre, Hollywood after.

Represented by MATTY ROSEN

Literati

Viking Has Miller Play
Viking Press will publish Arthur
Miller's play. "Death of a Salesman." next week, per contract, and
also is committed to bring out his
new novel, when and if.
This offsets a reference to
Sinon & Schuster's "intention"
revise its anthology of plays,
"From Aeschylus to (Eugene)
O'Neill" and update it "to Miller."
This was an enthusiastic crack by
M. Lincoln Schuster, whose
spirited word-of-mouth for two This was an enthusiastic crack by M. Lincoln Schuster, whose spirited word-of-mouth for two current Broadway hits. "Salesman" and "South Pacific," arow w.k. Without thinking of any opposition publisher's prior rights to the Miller play. he made that remark as a throwaway line, more or less.

Mailer Riles British

Mailer Riles British
Controversy is raging in the
British press over the publication
Monday (9) of Norman Mailer's
"The Naked and the Dead." Book
was spotlighted in the London
Sinday Times with a page one
story signed personally by the editor, who demanded it be banned.
Since then publisher Allan Wingate has made it clear he isn't
yielding to any such demand.
Other papers have not supported
the Times protest, although many
question the language and style of
the book.

Mrs. St. Johns' Goodle
Adela Rogers St. Johns, now a
four-time grandmother and still in
her early '50s, prides herself first
on being a 'newspaperman,' Wellknown in Hollywood as fictionist
and screenwriter, as well as
through the national mags, her anthology of "Never Again and Other
Stories" (Doubleday; \$3) is virtually autobiographical because of
the forewords to each short story.
The intros key the real-life
origin of each yarn, and these
prefaces are as appealing as the
tale itself.

Schnoz's 'Dream Boat' Foreword

Schnoz's 'Dream Boat' Foreword Jimmy Durante has written a foreword to ''Mr. Bixby's Dream Boat.' recently completed novel by Herb Crooker of Metro, which romantically and humorously relates what can happen to an embryonic but hopeful sallor who suddenly acquires a sloop on the waters of Long Island Sound. Harold Matson, literary agent, is handling the novel.

Although Crooker's sloop caught fire in the Sound last summer and sank, this is not described in the book. Not funny enough.

Prolific Joe Israels 2d
Josef Israels 2d, foreign correspondent and quondam Variety contrib, has byline articles in three top mags appearing currently. His profile of N. Y. Herald Tribune food writer Clementine Paddleford appears in this week's Saturday Evening Post. An article on the Thomas Cook travel agency, relating among other things the organization of Billy Rose's recent round-the-world trip, is in Collier's. Third item is lead article in the May Coronet, an expose of Soviet use of women in espionage activities within and outside Russia.

Israels plane a trip through in the man Soviet use activities

issia. Israels plans a trip through prope with emphasis on Scandi-Europe with empn navia this summer.

III. Printing Tax Threat III. Printing Tax Threat
Opposition to a proposed 26%
Illinois state tax on commercial
printing was voted by reps of 23
Chicago area associations, at a
meeting of the Graphic Arts Assn.
in the Morrison hotel last Monday
(2). Group also voiced opposition
to a pending bill to authorize appointment of county superintendents of printing.

pointment of county superintendents of printing.
Group feels printing tax would be a burden for some publishers and could be used as a political threat. Bill could also pave way to levying tax on newspaper sales, according to the association.

Ken Giniger Upped Giniger has been upped director of public relations rman of the editorial board attice-Hall. There is no suc-K. S. Ginig airman rentice-Hall.

cessor.

Len Harris, who handled the repre-trades, now assumes the general tude metallicity department.

Werner 'Report' Droppe

in the recent strike of cemetery workers contained misstatements

of facts.
Whitelaw Reid, Trib's v.p., Werner's articles were dropped be-cause they were opinionated and had been identified by European readers with the paper's editorial policy. While admitting that Carpolicy. While admitting that Car-dinal Spellman had written a let-ter criticising Werner's column, Reid said it had nothing to do with the suspension.

Vanderbilt's Vagabonding
Cornelius Vanderbilt, Jr., who
sailed for Europe last week to
gather material for hls film series,
"Vagabonding with Vanderbilt,"
and to do his column for North
American Newspaper Alliance,
which has the same tag as his picture project, will use a car aptly
labeled the Kaiser Vagabond.
Incorporating a new principle in
car manufacturing, the vehicle is
a station wagon type but built inside of a regular limousine, to
allow for Pullman accommodations,
etc. Author-lecturer reportedly has
a financial interest in the KV.

CHATTER

CHATTER
Richard Macaulay's novel.
"Hunted." will be serialized this
sunmer in the Satevepost.
John Alton's book on photographic technique. "Painting with
Light," will be published May 23
by MacMillan.
Maxine Keith running a Broadway theatigal info column. "From

Light," will be published May 23 by MacMillan.

Maxine Keith running a Broadway theatrical info column, "From Me To You." in the Tavern & Package Store News.

Lou Pollock's yarn, "Breakdown," will be included in Alfred Hitchcock's "Anthology of Suspense Stories," to be published in autumn by Dell.

Starting with the May 21 edition, Satevepost will publish an eightpart serial, "W. C. Fields, Rowdy King of Comedy," authored by Robert Lewis Taylor.

Arthur K. Atkinson, Jr., former financial advertising manager of the New York Herald Tribune, has been appointed assistant to publisher David A. Smart, of Coronet, G. Allen Reeder has been appointed director of public relations and promotion for Esquire, Inc., publishers of Esquire, Coronet, Esquire's Bridgegroom and Apparel Arts,

"Bernard Sobel, editor of "The

Arts.

Bernard Sobel, editor of "The Theatre Handbook," has written a critical review of the New York theatrical season for the Funk & Wagnall's "New International 1949

'ear Book." Walter Winchell and other show Walter Winchell and other show biz personalities kudosed in cur-rent Look mag article, "Winchell Leads Dramatic Fight Against Cancer," for Damon Runyon Me-morial Fund activities. Los Angeles Mirror went up to 104 pages one day last week, pass-ing the century mark for the first time. Sheet announced an aver-sore daily paid circulation of

age daily paid circulation of 157,000, an increase of 63,000 since

Jan. 1.

Sigma Delta Chi, professional journalism fraternity, announced that its annual awards for "distinguished service" in journalism uished service" in journalism gone to Merrill Mueller, NBC don correspondent, for radio swriting, and to George J. London correspondent, longon or mewswitting, and to George J. WINR, Binghamton, whose ting,

Cantor-Hearn

Conlinued from page 1;

advanced claim to authorship of advanced claim to authorship of that sketch. However, payment does not mean that the agency recognizes that Hearn wrote the bit. The Morris agency, which books the talent for Texaco's teevee

layout, also books Cantor.

The current tiff over "Belt" is reminiscent of those yesteryear vaudeville feuds over who originated what material. Hearn's reprise of "Belt" on the Milton Berle show two weeks ago over NBC has except the proper of claiming nirgery. Cantor Incensed, claiming piracy of his material. Hearn denies. Here are both sides of l'affaire "Belt in the Back."

"Belt in the Back."

Cantor says that Hearn's claim represents the height of ingratitude. "The seene was written by me and I permitted Hearn to use this through the years as a gesture of friendship." Hearn, Cantor continued, never received one penny from him except as salary and since he never accepted compensation from the old Fox Audurensation fox Audurensation from the old Fox Audurensation from t Werner 'Report' Dropped
M. R. Werner's weekly "Report
from America," which he has been
writing for the N. Y. Herald
Tribune's European edition in
Paris for the last two years, has
been discontinued by the paper's
New York management. Column's
suspension reportedly followed
protests to Mrs. Ogden Reid by
Francis Cardinal Spellman who is
said to have claimed that Werner's
article on the Cardinal's activities

Later Paramount paid Cantor \$20,-000 for the sketch in "Glorifying the American Girl" of which he gald Hearn \$1.500 and Lou Sorin several hundred dollars. Incidentally, Sorin worked with Berle and Hearn in the vaudeo version of "Belt in the Back."

Hearn, on the other hand, says at he received inspiration for that that he received inspiration for the sketch from the collection of suits obtained by tramp comedian Milo. Hearn mused that it would be a funny idea if a clothier has these trick garments as the sole stock in trade and a hick type came in asking for a suit "with a belt in the back." which was then in vogue. He subsequently wrote the skit and later Cantor asked to use it. Cantor, says Hearn, liked the bit and then got a date of the Audolphan in the source. to use it. Cantor, says Hearn, liked the bit and then got a date at the Audubon in which to try it out. Hearn says the date paid \$500 of which he and Cantor got \$200 each, Opp got \$75 and \$25 was given to the stagchands. Bit was used in "Rounders" and during the first 10 weeks of the engagement Cantor says Hearn paid ing the first 10 weeks of the en-gagement Cantor, says Hearn, paid the latter \$50 weekly for use of the sketch. Later, Cantor wanted "Belt" for use in a Paramount sbort and Hearn let him have it for \$1.500. Until recently, Hearn nsed "Belt" during a two and a half year run in Ken Murray's "Blackouts" at El Capitan theatre. Hollywood.

ollywood.

At one time, the skit was given near the name of "Joe's Blueunder the name of front.

front."

Question of authorship of the various skits and blackouts used in the old legiters, vaude and burlesque shows is likely to become an important issue because of television rights. Vaudeo shows are increasingly veering toward skits, and performance rights are bound to command important coin.

Bills Next Week

= Continued from page 47 =

CHICAGO

Blackhawk Al Trace Orc Bob Vincent Jackie Van Red Maddock Dave DeVore Lee Pines Blackstone

Lena Horne D. La Salle Orc (12)

D. La Salle Ore (12)
Chex Paree
Tony Martin
Gene Baylos
Chez Paree
Adorables
J. Rodriquez Ore
C. Davidson O (11)
(2 to fill)
Helsings
Al Morgan
Evelyn Tecry
Lenny Colver
Frankle Billy Chandler Ore

Hotel Bismarck ass Franklin onica Moore oni Gauer Brewer Orc

The Carlions 201
The Carlions 201
The Carlion Service Service

Koussevitzky

Continued from page 1 :

budget, in excess of \$1,000,000 is the top orch budget in the country. Presentation of the check to him

Presentation of the check to him for the fund was made at a civic banquet given the 75-year-old lead-er a couple days after he brought the 68th season of the orchestra to a close. Simultaneous announcea close. Simultaneous announce-ment of the Friends of the Orchesment of the Friends of the Orches-tra underlined fact the institution was in a very favorable financial position. Pointed out, however, that though receipts were far in excess of any previous year, ex-penses had climbed far beyond recelpts on a pro rata basis.

Koussevitzky's plans, following anglewood, where he will preside ROUSSEVIZERY S plans, following Tanglewood, where he will preside as usual, take him to Europe, Pal-estine and South America on a personal appearance tour as guest. He returns to Boston for a guest shot with the Boston orchestra in November, then moves to Phoenix, Ariz, where he bought a house this winter. Will probably make guest appearances with other American orchestras, but details aren't set. Claims his "third" career is only beginning.

Meantime Charles Muench's Meantime. Charies Muench's plans as music director aren't known. Story is that at least seven personnel changes are contemplated in the orchestra, mostly among men approaching retirement age.

SCULLY'S SCRAPBO SCULLY'S SCRAPBOOK

Ooola, La., May 7

Since I was a boy I have never ceased to marvel at the way newspasince I was a boy! have never ceased to marver at the way newspapers gather up the garbage of this world, multiply the chaos by 10 in the city room and then deliver papers as clean as a breakfast cereal. The end-result of pictures, too, has never ceased to surprise me. They frequently seem to take their raw materials from a slum clearance, run the debris through a rock crusher and, by the time the gally-

tinted images reach the screen, seem to have transformed them into an

ance, run the debris through a rock crusher and, by the time the galytinted images reach the screen, seem to have transformed them into an Easter parade.

This is particularly true of musicals, and to find out what causes that I swallowed my pride and called on a producer of musicals. His name is Arthur Freed, and as far as I have been able to find out by going back to Charleston, S. C., and checking on his career in Sydney. Vancouver, Chicago, New York and Los Angeles, it has always been Arthur Freed. He is currently celebrating his 20th year in the Mayer iron lung at Culver City, and looks amazingly robust for a man who has had to live through four five-year pans. From "Broadway Melody of 1929" to the "Barkleys of Broadway" is quite a gamut, and it's all "Momis" as the Master of Musicals is known wherever musicals are played.

To convince anybody, most of all the old Palace guard, that any new glamour can be found on Broadway after all these years of backstage musicals is the trick of the week. Offband I would say the subjectmatter is about as romantle as a visit to the dirty clothes hamper of a laundromat by now, but Freed keeps making babes leap out of the old magician's hat and dancing like children around their first maypole.

Maybe Freed's Next Book is Here

Maybe Freed's Next Book is Here

Not only that but he can take adversity and parlay it into a bigger hit than if he'd had smooth sailing all the way. He never demonstrated this hetter than when Gene Kelly broke a leg while working on "Easter Parade." Instead of screaming for a sack of soda blearb or shelving the project for a year, Freed began erooning his old songplugger's pleas in the hope of luring Fred Astaire back from retirement to take Kelly's place.

place.
The switch went off so beautifully in "Easter Parade" that Freed talked Astaire into trying another one with Judy Garland. This was "Barkleys of Broadway." After some weeks of what Astaire calls "rehearsals," Judy Garland collapsed. They carried her home and out of the nature of the state of the

The pro

hearsals," Judy Garland collapsed. They carried her home and out of the picture.

The problem again to Freed was not to find another picture but where to pick up another babe. Freed remembered only too well those Astaire-Rogers musical swishings at RKO, and decided to make a try anyway. He found Ginger on a ranch in Oregon and wooed her Into trying her skill again at keeping out of the way of Fred's feet. The critical opinion of "Barkleys" agrees that Ginger never looked lovelier, and the grosses seem to be sustaining Freed's reputation as the master, not only of musicals, but of the recovered fumble.

You'd associate this touch-and-go existence with the sort of character Jack Benny portrays when he secreams "Wait a minute. Wait a minute!" But Freed is a solid citizen of perhaps 50, of medium height and grossing around 190. He looks as if he wouldn't recognize a gastric disturbance even if it were shipped COD from Uleer, Okla.

He has a cluster of well-groomed offices except for the closet he occupies himself in the writers' wing of the Thalberg building. The only writer whose name seemed familiar to me was Second Floor, though for the life of me 1 can't remember any of his scripts.

Freed was a script writer himself at one time. In fact he was once lower than that. He was once a plano-playing songplugger in Chicago. They called him: "a song demonstrator." That way they didn't have to pay him.

pay him.

Up From Edwards

Mama Marx discovered him. She liked the way he plugged Irving Berlin's songs. "You sing good," she told him. She even asked him if he'd like to join the act. It was a school act, and Freed did so well with the Marx Bros. that he got an offer from the master in the field. Gus Edwards took him on and for two years he toured vaudeville, confining his "repertoire," as I believe they called it in those days, to Gus Edwards' songs. This is songplugging, with the other guy pleking up the tab.

Gus Edwards took him on and for two years he toured vaudeville, confining his "repertoire," as I believe they called it in those days, to Gus Edwards' songs. This is songplugging, with the other guy picking up the tab.

How long this might have gone on no one knows, but the Army picked up the next tab. Despite the fact he had nothing but a dying biz as credentials, Freed rose to the rank of top sergeant. His sleepless nights in the Army led to his first hit. It was called "I Cried For You." It's titll a very popular ballad. So are his "Pagan Love Song" and "The Wedding of the Painted Doll." If the "Pagan" number doesn't get a reprise in "Tahiti," Freed's next musical, which is going to be produced by shuttling cast and crew between Culver City and Pago-Pago, I'll be more surprised than Ramon Novarro.

What can't possibly handicap Freed as a producer at Metro is the years he spent on a little legit joh he operated in downtown L.A. That was 25 years ago. It was called the Orange Grove, and under Freed's direction it played such hits as "Desire Under the Elms," "White Cargo," "Rain," and a revue called "The Picklings."

"The Picklings" is remembered chiefly because it brought Der Bingle, his rickety oid Filver and Al Rinker, a slightly less rickety piano player, from Spokane to within hog-calling distance of where Crosby is now master of all he surveys. In fact Freed says the job even then was to stop Bing from stopping the show. L.A. audiences didn't understand that the show must go on. They preferred Croshy. As he was then, Freed is now. His offices have an open-door policy, He sees every agent who has anything to offer in the way of new talent. It has paid off in the case of Howard Keel and others. Freed caught Keel in the London production of "Oklahoma:" and breught him back to Hollywood to star in "Annie Get Your Gun." The pre-release oplinion is that Howard will keel you.

That Preed also has a singular skill for putting new life into "old" talent was never better demonstrated than the way he handled Gene Ke

Broadway

54

Adah and Ted Lewis' 33d anni-ersary today (Wed.). versary

Esta Silsbee, formerly with GAC, appointed Hotei Plaza's asst. publicity director.

Film star James Stewart in Gotham for a short stay and then to Indiana, Pa., to visit his family.

Walter Ellaby, export manager of Alexander Film Co., back from three weeks' business trip to Lon-

Marilyn Maxwell, who's been on a p.a. tour through eastern key cities, left for the Coast yesterday (Tues.).

E. R. (Ted) Lewis, board chalrman of Decca of Britain, scheduled to arrive on the Queen Elizabeth today (Wed.).

to arrive on the Queen Elizabeth today (Wed.).

Mrs. Jack Warner and Leonard Hammond, g.m. for Fox Movietone in France, due in today (Wed.) on the America.

After a month of studio huddles, Universal British foreign chieftain Ben Henry will vacation at Pebble Beach before returning June 4 on the Queen Mary.

Gigi now managing all the Hotel Plaza restaurants besides maitred ing the Rendezvous Room which, because of its click, is being kept open all summer.

Larry Parks and actress-wife Betty Garrett in from Coast over the weekend for few weeks' stay. He just completed Columbia's "Joison Sings Again."

Robert Garland, N. Y. Journal American legit critic, honored at the Cleveland City Club dinner Saturday (7) where he spoke on general state of the theatre.

Sam Eckman, Jr., Metro's British chief, currently in the U. S. on a homeoffice visit, has recovered from a recent Illness and is out of town with his wife on a two-week vacation.

N. Y. Philharmonic-Symphony

town with his wire on a two-week vacation.

N. Y. Philharmonic-Symphony conducted by Leonard Bernstein, will play a "Music Under the Stars" concert for the American Fund for Palestinian Institutions at Ebbets Field June 16.

concert for the American Fund for Palestinian Institutions at Ebbets Field June 16.

Ray Bolger, after "Where's Charley?" run is completed, has a commitment at Warner Bros. For another picture, following "Silver Lining" (Marilyn Miller biopic) with June Haver and himself.

Bob Kriendler and Jerry Berns, of the 21 Club management, making their first European pleasure jaunis this summer. As an Army officer, Kriendler was in the Far East but never on the Continent.

Gov. Ellis Arnall, prez of SIMPP, got Rockefeller Center quarters for the indie producers assn. by the simple expedient of phoning Nelson Rockefeller direct and asking for the first available space. Ida (Mrs. Eddie) Cantor out of Cedars of Lebanon hosp, L.A., and back to their Palm Springs house for a recuperative rest. Comedian's wife picked up a virus flu on her recent N.Y. trip and it bedded her for a spell.

Ben Grauer contribbing his services as narrator for a documentary short tagged "For Us the War Goes On." Clip deals with mutilated war children of Italy who'll receive the proceeds. Arturo Toscanini's son, Walter, heads the project.

Vera-Ellen visiting here for the first time since she was plucked out of a Broadway musical five

Walter, heads the project.
Vera-Ellen visiting here for the
first time since she was plucked
out of a Broadway musical five
years ago for a Goldwyn contract.
She's in for publicity on "Love
Happy," Lester Cowan's Marx
Bros. pic, in which she's co-starred.
William H. Pine (& Thomas),
Paramount producer, left New
York Sunday (8) for Atlanta to join
Dan Duryea in a personal appearance trek in behalf of the P & T
film, "Manhandled." Duo slated to
cover Boston, Buffalo, Detroit and
New York.
Mrs. Franklin D. Roosevelt, Mrs.
Wendell Wilkie, James A. Farley,
Dr. Ralph J. Bunche, Robert Sherwood, Fannie Hurst, Helen Hayes,
Ralph Bellamy, Tallulah Bankhead
and Billy Rose have made recordings for 'Round-the-World Town
Meeting, to help raise funds for
the venture.
Today (Wed) is Irving Berlin's

ings for 'Round-the-World Town Meeting, to heip raise funds for the venture.

Today (Wed.) Is Irving Berlin's birthday and, as a surprise, Ellin Berlin fixed up an out-of-the-way rustic cabin on their Lew Beach retreat in the Catskills as a den and workshop for the songsmith, Incidentally, his 'Miss Liberty' goes into rehearsal this vcck under Moss Hart's direction.

Cecil Bernstein, of the Granada Theatres (England), to Bernuda for a fortnight before returning June 4 on the Queen Mary. Sidney Bernstein, his brother-partner in the British circuit, and partner with Alfred Hitchcock in Transallantic Pictures, is taking care of matters back in London.

Universal's board chairman J. Cheever Cowdin and foreign dept. Chief Joseph H. Seidelman joined forces Friday (6) to tender a luncheon to several visiting Universal execs including Murray Weiner, U studio manager for past

25 years; Ben Henry, British chief; Monte Goldman, French sales manager and Harold Dudoff, Puerto Rican rep.
Sid Caesar m.c.'s a layout including Vic Damone, Monica Lewis, Joey Adams, Joe Laurie, Jr., Aian Dale, Lesiie Brothers, Myra Kim, Carol Bruce, Smith and Dale, Basii Rathbone, Harry Hershfeld, Jose Curbelo rhumba band, Mickey Alpert, and Vallda Snow, at Associated Blind benefit in Madison Square Garden tomorrow (12) night.

Cannes

By Margaret Gardner
Jean-Paul Sartre vacationing at
Cap D'Ail, near Monaco.
Marty Schwartz, off to Paris, on
first lap of return voyage to
America.
Mickey Storfer, associate editor
of Dell Publications' "Radio Album" honeymooning in Cannes.
Riviera Chamber of Commerce,
valnly trying to explain, "unusual"
phenomenon of two weeks of dally
rain.

phenomenon of two weeks or dany rain.

Ricky Astric, artistic director of the Monte Carlo Sporting Ciub. off to New York to lineup of American beauties for the Summer Sporting Ciub.

Sir Louis Sterling, grand old granddaddy of British disc interests (Columbia Phonograph, etc.) back to London after a week in Cannes with his wife. favorite drinking spot of Americans in Cannes, being torn down to make way for a new building to house the September Film Festival.

George Rosen, Variety radio editor, accompanied by producer

ine september Film Festival.
George Rosen, Variety radio
editor, accompanied by producer
Ted Cott, guest at the Maurice
Chevalier radio show, during a
three-day stay on the Riviera.

Paris

By Maxime de Beix
(33 blud. Montparnasse)
Bob Harley prepping trip to
Mexico.
John B. Nathan currently in
Germany.
George Keaton and family to
Germany.

Germany. Leonard Sillman giving Paris

Leonard Sillman giving Paris shows the 0.0. CBS's Frank Stanton lunched by French top politicos. Marian Anderson packing them in at Palais de Chaillot for two re-citals.

citals.

Ilya Lopert to Italy, whence will return in time to meet his wife in Paris.

Chilean femme toreador Conchita Cintra getting plenty frontpage publicity.

Continental Fox pub ad chief Gulio Ascarelli engaged to Leslie Lindsley of Dallas.

March of Time's Gilbert Comte to Belgium to shoot an ECA short before arrival of Richard de Rochemont. Rochemont

Lawyer Jean Rapoport skedding a trip to U. S. regarding recent French court decisions on pro-ducers vs. technicians rights.

Minneapolis

Minneapolis

By Les Rees

Edyth Bush Little Theatre offering "John Loves Mary."

Mel Arvin Trio with Gypsy
Edwards now at Froiles.

Johnny "Seat" Davis band playing return date at Dome.

Hotel Nicollet Minnesota Terrace
has Mare Ballero, Consolo & Melba
and Wayne Gregg orch.

Jerry Colonna and Harmonica
Rascals follow Mel Torme and Jean
Carroll into Club Carnival.

Joe E. Brown in special appearances with the Red Wing, Minn.,
Women's Glee Club for two nights.

Successfully sponsoring radio
libel act exempting radio stations
from damages for defamatory
broadcasts unless it's proved "due
care" was not exercised in preventing the broadcasts, South
Dakota Broadcasters Assn. spent
\$1,553.40 lobbying at recent legislative session.

mer GI's, rehabilitation of disabled veterans and Americanism. Proceeds would be given to Legion's rehabilitation program for disabled vets, and pic would follow if stage production is a success.

Plan calls for cast made up entirely of veterans, to be selected in nation-wide talent search, according to O'Neil. Prinz would direct. Suggested titles are "This Was the Army." "This Is America" and "Days After Victory."

Proposal was favorably received by Legion execs, who referred it to a sub-committee for further study. Legion headquarters here has been open to suggestions on an Americana and Americana and Americana and Popen to suggestions on an Americana and Popen to Suggestions on an

London

Harry Alan Towers back from a four week round-the-world trip. The Prince Littlers on holiday to the south of France for two

weeks.
"Death of a Salesman" opens at the Phoenix late July, with Paul Muni heading the cast.
Byron Haskin here to direct Walt Disney's all-live version of R. L. Stevenson's "Treasure Island."
George Total

land."
George Robey and George
Formby expect to go to America
shortly to do series of television

shortly to do series of television shows.

Robert Henderson Is reviving "The Return of Peter Grimm" for Harry Green. Show opens in provinces May 30.

Jack Waller dickering to take "Kid From Stratford," musical which stars Arthur Askey, to Australia for the fall.

"A Man About a Dog," new thriller by Alec Coppel, replaces the Ballets de Paris return visit at Princes theatre May 17.

Bernard Delfont's musical farce, "Hat In the Air," tries out in Birmingham for four weeks beginning June 6 before coming to London.

"Summer in December," James

'Summer in December," James Liggat's light domestic comedy, now in its eighth week at the Comedy with business showing marked

upward trend.
Producer Anthony Skene, director of newly-formed Jason Flims, off to select locations in Spain for unit's first pic, "Fandango," which

upward trend.

Producer Anthony Skene, director of newly-formed Jason Fiims, off to select locations in Spain for unit's first pic, "Fandango," which will be shot there.

Colleen Browning, set decorator at Denham studios, 3½ years, leaves for America June 8 to marry Geoffrey Wagner, university professor and writer.

Proposal to bar distribs whose product is televised is to be discussed by the general council of the Cinematograph Exhibitors Assn. at its meeting in London tomorrow (11).

Cecil Landeau's first postwar revue, "Sauce Tartare" preems at the Cambridge May 16 with Claude Hulbert, Zoe Gall, Renee Houston, Robert Frankau, Muriel Smith and Marlana.

George Formby's gross at Hippodrome, Manchester, a Stoll's house, was \$13,200 week of April 25, topping Martha Raye's record of \$12,000, and setting a 15-year record for the house.

"Christ in Concrete," which Edward Dmytryk is here to direct for Nat Bronsten, has been renamed "Give Us This Day." Bonar Colleano has been added to cast. Sam Wanamaker is starred.

Year-old dispute between the British Broadcasting Corp. and the Musicians Union on outside broadcasts has been settled. Union agreed to \$-fee of \$5 for each musician with an additional \$4 when rehearsal is necessary.

When Larry Adier finishes in the Hyman Zahl vaudeville unit, he heads for the continent for a series of concerts arranged by Costantine Kougoulsky. He will do two in Paris, one in Brussels and several in Scandinavia, returning to Paris for a couple more.

John Sutro's Ortus Films, which broat the over Mario Soldati to dispersion of the country of the couple wore.

in Scandinavla, returning to Paris for a couple more.

John Sutro's Ortus Films, which brought over Mario Soldati to direct its pic, "Her Gangster Husband," with Robert Newton to star, supported by Glynis Johns and Margaret Rutherford, has been held up due to Miss Johns not liking her part. Sutro is now trying to get Stuart Granger and Jean Simmons for leads.

Germany

Hilde Voik returned from

Hilde Volk returned from America.
Allan Jones and wife Irene Hervey scheduled to make p.a.'s "Der Ruf." ("The Challenge") will be premiered in Berlin, Fritz Kortner holds down No. 1 role.
U.S. pianist Webster Aitken giving a series of concerts in the U.S. Zone for both American and German audiences.

Zone for both American and Ger-man audlences.

Albert Florath signed by Wai.er
Koppel for leading role in "Fate
From Second Hand," a REAL pro-duction. Woifgang Staudte is di-recting

duction. Wolfgang Staudte is directing.

Marianne Hoppe named for leading role in play, "Barbara Blomberg," slated for its debut in Dusseldorf. Director will be Hans Schalla. Marianne Hoppe named for leading role in play. "Barbara Blomberg." stated for its debut in Dusseldorf. Director will be Hans Schalla.

Pittsburgh

By Hal Cohen
Harry Koch, WB theatre manager, to Hollywood for vacation. Tim Herbert coming back in summer opera for a role in "Wizard of Oz."
Paul Koerner, Ankara maitre, bought home in Brentwood to be closer to job.
Peter Fernandez and Al Ramsen, two of youngsters in "City Across River," here plugging picture.
Bernie Armstrong, KDKA musical director, underwent emergency

Bulenos Aires

Amedeo Nazzarl off to native laby on holiday.

Veteran actress Hedy Crilla opening film acting academy.

Miguel Brunetti, 17 years with Metro, appointed Eagle Lion sales chief. Mexican songstress Elvira Rios signed again by Embassy nitery and Belgrano web.

Sigwart Kusiel, Columbia's Latin-American supervisor, in B.A. from Rio de Janerio.

Italian warbling trio of Lezcano sisters back at Radio Mundo after successful Chilean tour.

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Sigwart Kusiel, Columbia's Latin-American supervisor, in B.A. from Rio de Janerio.

Italian warbling trio of Lezcano sister sack at Radio Mundo after successful Chilean tour.

Director Leon Klimovsky to Spain to shoot sequences for "La Guitarra de Carlos Gardel."

appendectomy at Columbia hos-pital.

appendectomy at Columbia hospital.

Advertising man Norman Burk, former WCAE salesman, coming around all right in hospital after being critically ill.

Dorothy Scott, local actress who was a regular at Pittsburgh Playhouse for a decade up until this year, has been signed for 10-week summer stock season at Elitch's Gardens, Denver.

Drama League of Pittsburgh will give a dinner for member Rosemary Casey, local playwright, at University Club next Tuesday (17) Celebrating \$5,000 Christopher Award which she won for her play, "Mother Hildebrand." Drama about life in a midwestern girls college ife in a midwestern giris college has been picked up by Producer Guthrie McClintic as a starrer for Grace George (Mrs. William A. Brady) next season.

Lisbon

By Lewis Garyo Peggy Astor, English dancer, ack in Lisbon to appear at the back in Lisbon Teatro Avenida.

eatro Avenida.
Piero Bernardon has taken an-her 12 months' lease of Lisbon eatro Variedades.

riero Bernardon nas taken another 12 months' lease of Lisbon Teatro Variedades.
Charles Girls are a great success in the new revue produced by Rosa Mateus at the Maria Vitoria theatre.
Maria Matos, top Portuguese character actress, had to leave the cast of the Teatro Nacional due to a heart attack.
Francisco Ribeiro, leading Portuguese producer, planed to Rio de Janeiro to produce "King Lear" and "Macbeth" there. Joao Villaret will play the title parts.
Horacina, Brazilian songstress, after her run of the show contract with Teatro Variedades, Lisbon, will plane to Cairo for a thre month date in Egypt.
Paris Opera Ballet Co., starring Serge Lifar, Alexandre Kalioujny, Max Bozzani, Yvette Chauvire, Lycette Darsonval and Micheline Bardin, will appear at the San Carlos theatre, Lisbon, May 10-24.
Cinarro Swedish Ballet left Portugal for Cairo where it will appear for two months at the Helmies Palace hotel. Then a month at the Cosmopolitan hotel, Bierut, followed by Casinos of San Remo and Camplone (Italy) until the fall.

Washington

By Florence S. Lowe
Louis Bromfield guest speaker
at Ohlo day celebration last week
Loew topper Carter Barron off
to Nova Scotia for a week's fish-

Loew topper Carter barron on to Nova Scotia for a week's fishing.
Lionei Stander current headliner at Cross Roads, local road nitery.
Guy Lombardo inked for a benefit at nearby Alexandria, Va. on May 20.
Lawrence Tibbett, here for benefit p.a., is shopping for a sponsor for a pop TV opera show.
Jose Iturbi, Jessica Dragonette and Hotel Shoreham orch made it a musicai birthday for President Truman at party tossed for boss by Attorney General Tom Clark.

Portland, Ore.

Reiss Bros. at Amato's Supper Club.
Count Basie band at McElroy's
Ballroom.

Count Basic Bailto and Ballroom.
Eddie Peabody headlining Clover Club bill.
Helen Traubel at Civic Auditorium for one niter.
Smiley Burnette in town prior to starting one-night stands.
"Ice Follies of 1949" inked into Portland Ice Arena for May.
Eddie Fitzpatrick orch set for Oregon State College dance May 13.

for Oregon State College dance May 13.

Ice Follies of 1949 set for Portland Ice Arena for 13 days starting May 24.

Tommy Turner and Colleen Carpenter at Cal-Ore club in Klamath Falls.

Del Courtney orch set to open summer season at Jantzen Ballroom May 6. Jinnuy Zito to follow.

Buenos Aires

Hollywood

Gus Schilling hospitalized for major surgery.

Barbara Bates laid up with

Barbara Bates laid up with virus Infection.
Raymond Massey limping on "Barricade" set at Warners.
Robert Alda in town after tour with the Jack Carson show.
Mervin Houser and Steve Brooks checked into Warners' flackery.
Joe Blumenfeld in the Mayo clinic for kidney operation.
Roland Young in from N. Y. for added scemes in "The Great Lover."

Roland Young in from N. Y. for added scenes in "The Great Lover."

Robert Ryan will be guest of honor at Jewish Welfare Appeal dinner May 18.

A. Pam Blumenthal returned from financial huddies with eastern bankrollers.

William Perlberg leaves for Germany in June to supervise work on "Quartered City."

Ned Depinet in town for week of inuddles with Howard Hughes and Sid Rogell at RKO.

Dane Clark and Eddie Bracken signed to tour for the Treasury Department's bond drive.

Max Opuls leaves for Paria June 1 to direct the legiter, "Death of a Salesman," in French.

Merian C. Cooper in from Honoriulu where his partner, John Ford, is recuperating from illness.

Shirley Temple and her baby will pose for a picture to tee off Treasury Department's bond sale drive.

Jeanne Crain will be guest of honor at annual convention of the Association for Advancement of Colored People in N. Y. next month.

Chicago

Chicagoan Ted Briskin, husband of Betty Hutton, checked into Presbyterian hospital for surgery, Gladys Swarthout in town con-ferring with Walt Schwimmer about doing longhair disk jockey

James Dobson, last seen here in "Watch on Rhine," succeeds Bob Hutton in male lead of "Mr.

Ina Clair Birkett, actress with Uptown Players, penned film con-tract under new name of Brianne Birkett.

tract under new name of Brianne Birkett.
Polish screen and stage actress Helen Kitajewicz here for lead in "Sweethearts." staged by Polish Theatre Guild.
June Allyson. femme star in "Stratton Story" in town for build-up on film, and also making rounds of vet hospitals.
Joe Louis, ex - heavyweight champ, bought into swank Pershing Hotel, southside Chi, and will make his home there.
Illinois Home and Aid Society will sponsor opening performance of Olsen and Johnson's "Funzapopin" at Chi stadium May 13.
Joey Bishop, new comic who came up from Vine Gardens to stint at Chez Paree, may have to foliow doctor's orders and give up show biz.
Ernie Byfield, owner of Hotel Sherman, may take over general

Ernie Byfield, owner of notes. Sherman, may take over general management duties, as well as retain presidency of corporation if Jay Jones, now on leave of absence, doesn't return.

San Francisco

By Ted Friend
Brooks Atkinson doing the
Seven Hills.
John Steinbeck here to complete

John Steinbeck here to complete new novel.
Lena Horne at Venetian Room of Fairmont hotel.
Dorothy Shay inked into Mark Hopkins for four weeks.
Harry Owens orch into Mural Room of the St. Francis.
ABC execs Robert E. Kintner and Robert H. Hinckley in for KGO-TV debut.
Billie Holiday set for Tivoli vaude date May 11 with narcotic trial set for Superior Court May 19.
Aifred Frankenstein, Chronicle

19.
Aifred Frankenstein, Chronicle long-hair critic, heads own weekly musical commentary program over KNBC.

Dublin

By Maxwell Sweeney
Vincent Scally named new stage
manager for Longford Productions.
Eamon Andrews to Newcastle to
rejoin Joe Loss show as quizmaster.
Geraldine Fitzgerald in from
N. Y. on three-week vacation with
parents.
Frank Robbins, secretary of Irisa
cinema and theatre workers' union,
back from U. S.
W. P. Ryan, biz manager for the
Catholic Stage Guild, sails for
N. Y. this month on vacation.
Lord Longford reelected prexy
of the Actors' Church Union;
Abbey playwright Lennox Robinson is vice-prexy.

OBITUARIES

MAURICE MAETERLINCK

MAURICE MAETERLINCK
Count Maurice Maeterlinck, 86, noted Beiglan poet and playwright, died May 6 in his villa on the French Riviera. He recently published an autobiographical book of his memoirs entitled "Blue Bubblect".

Often referred to as the "Belgian Shakespeare," he was probably best known in the U. S. for his idyllic fantasy, "The Blue Bird." Ironically, it was the revenue from the film version of that play that succored him when he was forced to flee to the U. S. prior to Hitler's invasion of his native country in the last World War.

Among the myriad of his earlier writings, his "Pelleas et Melisande" was converted into an opera, with music by Claude Debussy, and sung by Mary Garden. Success of the opera is said to have whetted his appetite for playwrighting and among his best known of the latter were "The Betrothal." "M ary Magdalene." "Annabelle" and "Monna Vanna." With him when death came was Renee Dahon, whom he married in 1919 after his divorce from his first wife. Georgette Leblanc.

ARTHUR S. WHITE

ARTHUR S. WHITE
Arthur S. White, 89, pioneer
film exec, quondam actor and theaire manager, died in the City
Hospital, N. Y., May 8. Although

field in the midwest. He served several terms as prez of the Motion Picture Theatre Owners Assn. of St. Louis, and at time of death was honorary chairman of the board of Theatre Owners of America. In both offices he had done much for the betterment of exhibition field.

WILLIAM WEST, SR.

WILLIAM WEST, SR,
William West, Sr., retired vaude
performer, died of a heart ailment
at Bradford, N. H., May 3. Until
four years ago, West worked with
the Willie, West & McGinty vaude
act. His place in the team is now
taken by his son, William West, Jr.
West was born in England and
came to this country in 1923. Turn
played many Broadway shows inplayed many Broadway shows inlateral Vilental Follies. Geogre

came to this country in 1923. T played many Broadway shows cluding "Ziegfeld Follies," Gec White's "Scandals," "Streets Paris" and "Laughing Re Only."

Before West's retirement, as was a foursome, but now is a tric

ROBERT L. CATLEY
Robert L. (Bert) Catley, 61, manager of the Fox-Oakland theatre,
Oakland, Cal., and a manager for
past 14 years in downtown houses
there, was killed by a truck near
in houses

nhere, was killed by a truck near his home, May 6. Native of Australia where he began his career as a booker. Catley came to San Francisco where he had been a booker of acts for the Bert Levy circuit about 25 years ago and subsequently

In Fond Remembrance

WILLIAM H. STEIN

CO-FOUNDER OF M.C.A.

MAY 14, 1943

an executive with the old Edison Co. in 1901, he occasionally had been pressed into service on such early era documentaries as "The Survived by wife. early era documentaries as "Th Life of a Fireman," which in thos days was used as a "chaser" by vaude houses for greater audience

vaude houses for greater authentumover.

He later became associated with the late Percy G. Williams, vaude magnate, and managed theatres for him. For a time he had managed, the Alhambra, N. Y., and after Williams disposed of his interests to B. F. Keith, he was assistant manager of the Palace theatre, N. Y.

Survived by wife and two sons.

ELMER J. BOOS

Eimer J. Boos, 60, vice-president and treasurer of the Crosley Broad-casting Corp., died May 3 at Bethesda, Md,

Betnesda, Md.

Boos was a native of Cincinnati
and began his business career in
the accounting department of the
Cincinnati, Hamilton and Dayton the accounting
Cincinnati, Hamilton and Days
Railroad. He subsequently rose

Railroad. He subsequently rose to an exec post.

In 1942 Boos joined the Crosley Broadcasting Corp. as comptroller. He was named a vice-president in 1946. During the war, Boos was in charge of the administrative activities connected with the building of the Bethany shortwave transmitters for overseas use of the Office of War Information. Survived by wife, son and a daughter.

LORD PORTAL

LORD PORTAL

Lord Portai of Laverstoke, 64. sportsman and president of the British Olympic Assn., died in London, May 6.

In addition to his multiple other Interests, Lord Portal was chairman of a government inquiry into the distribution and exhibition of films in Great Britain. It was stated that his sudden death will not affect the inquiry, but in many quarters it is felt that the film industry has lost a valuable friend. He had been intermittently associated with films for a number of General Film Distributors when that company was first established by the late C. M. Woolf.

FRED WEHRENBERG

Fred Wehrenberg, 68, one of the pioneer exhibitors in St. Louis and the midwest and owner of a chain of indie nabes and drive-irs, died of pneumonia in St. Louis, May 5. Wehrenberg started in the nickelodeon era and through shrewdness and vision became a prominent figure in the exhibition,

STEPHEN ZOLTAL

STEPHEN ZOLLAI

Stephen Zoltai, 49, a music editor for Carl Fischer, Inc., publishing house, was found dead in his home in Jackson Heights, N. Y., May 9.

Police characterized death as suicide claiming he had billed

Police characterized death as suicide, claiming he had killed hinself with a .22 calibre rifle. His sister. Eva Zoltai, said he had been despondent for some time be-cause of poor health.

JOHN FRANCIS HUBER, JR.
John Francis Illuber, Jr., 51,
former member of the Philadelphia
Orchestra, digd in Philadelphia,
May 6.
He was first trumpeter for the
orchestras in the Fox and Mastbaum theatres in Philadelphia, and
had been a member also of the
Pennsylvania Symphony Orchestra.
Surviving are his wife, two
daughters and two sons.

WALTER B. HARRIS
Walter B. Harris, former assistant director of television programs for the Westheimer & Co., advertising agency, was found dead in his home in St. Louis, May 3, with a gunshot wound in the abdomen. A plstol was at his side.
Harris, who recently returned from New York where he sought to enter the television field, had lived with his stepmother.

JOHN H. ALDERTON, JR.
John Henry Alderton, Jr., 42,
president of Music You Enjoy,
Inc., disking plant, died in New
York, May 4.
Prior to establishing the recording firm in 1939, he had been in
the advertising business, and also
held post of classified ad manager
of the N. Y. Post.
Survived by wife, son and father.

1882, probably his best known com-position was "Always Remember Mother." He appeared in vaude and later in stock and legit pro-

HENRI ELMAN

Henri Elman, 57, died of a heart lment in Wesley Memorial hos-tal. Chicago, May 5. He was lief barker of the Variety Club of the Tent 1008 i., Tent 1026. He was a pio

III., Tent 1026,

He was a pioneer in the film distributing business in Chicago for 40 years, operating Capitol Film Co. and Henri Elman Enterprises.

Survived by wife.

HYMAN GARFINKEL

HYMAN GARFINKEL

Hyman Garfinkel, 69, former
theatre owner, died at his home in
N. Y., May 8. He maintained an
interest in the Jewish theatre and
at one time owned and operated
the Lyric theatre, former Yiddish
show house in Brooklyn.

Survived by wife, two daughters
and a son.

FLORENCE FISHER

Fiorence Fisher, 50, widow of the thur Fisher, who headed own

Arthur Fisher, who headed own indie theatre booking agency, died May 8 in New York.

Mrs. Fisher was formerly of the vaude team of Rice & Newton but retired from the stage after her marriage. Fisher died of a heart attack last July. She recently completed a deal in which the Fisher booking office was bought by Ai Rickard.

Survived by a son and daughter.

MRS. JOHN F. GRIMES

MRS. JOHN F. GRIMES
Mrs. Grace Grimes, 33, who succeeded her husband, John F. Grimes, as owner of WNBZ, Saranac Lake, N. Y., after his death last November, drowned in the Ausable River near Wilmington, May 3.

Coroner Alphonso R. Goff, ruled death was accidental

death was accidental.

JOHN MEYERS
John Meyers, 71, reputedly one of the early recording artists for Columbia, Edison and Victor companies, died at his home in Flushing, N. Y., May 3.
In addition to his disk stints, he had appeared with the Sterling Trio and Victor Artists Octet on concert and vaude tours.

JOSEPH S. WILLARD
Joseph S. Willard, 75, former
owner of J. W. Pepper & Sons,
music publishers, and one-time
musicomedy director, died in
Germantown, Pa., May 2.
Survived by daughter and a
brother, James A. Willard, who
conducts "Uncle Jim" program on
radio.

EDWARD BROZ

Edward Broz. 48, trumpef player with Ringling Bros., Barnum & Bailey Circus band, dled in Chicago, May 5.

He played in Chi theatre orchs for 25 years before joining circus band two years ago.

Survived by three brothers and two sisters.

ROBERT J. HARMON
Robert J. Harmon, 78, Columbus, O., pioneer theatre man, died in that city May 7. He was former owner of Knickerbocker and Exhibit theatres, Columbus, and had been associated with the late Max Stern in other amusement enterprises there.

BRUNO K. STEINDEL
Bruno Karl Steindel, 82, concert
cellist, died May 4 in Santa Monica
after a long illness.
Former soloist for the Berlin
Philharmonic, Steindel joined the
Chicago Symphony in 1891 and
played with that organization for

MARGARET HEATHER

MARGARET HEATHER
Mrs. Margaret Sallume, 76, who
wrote under the name of Margaret
Heather, died in Toledo, April 30,
Two of her stories were made into
films by Universal Pictures. One
was "Greater Love" produced in

Survived by brother.

IVAN CHRISTY
Ivan Christy, 61, former character actor in western films, died after a heart attack at the Walt Disney studio in Burbank, May 9. He retired from acting 10 years ago and had since been a guard on the Disney lot.

died at his home in Halifax. May 4.

He appeared in legit and stock in Canada and the U. S., and had also made a series of films for the Canadian Bioscope Co.

ROBERT SALAMONS Pert Salamons, Sr., 57, War-ROBERT SALAMONS
Robert Salamons, Sr., 57, Warner Bros. home office cashier, died
in New York, May 6. He had been
with Warners since 1929.
Surviving are a wife, son, daughter, two sisters and two brothers.

H. BEDFORD-JONES

H. BEDFORD-JONES
H. Bedford-Jones, 62, novelist, short story writer and early day scenarist, died May 6 in Beverly Hills.
Burial services were held in San

Dlego.

MRS. ROBIN D. PARDRIDGE Mrs. Robin D. Pardridge, 77, former pianist, died May 6 at her home in Troy, N.Y. She had been employed as a pianist during the silent film days at Proctor's, Troy.

CLAYTON W. LUNHAM

Clayton We scott Lunham, 62, opera singer and composer, died May 1 in Corona, Cal.
He formerly sang with the Chicago Civic Opera Co.

Mother, 87. of Sam and Nat Kop-ir, owners of St. Louis hotels and the Chase Club, died at her home the University City, Mo., May 4.

Father, 75. of Henry and Eddie ronjager, cameranien, died May in Hollywood.

Mother, 78. of B. F. Orr, general manager of KTRH, Houston, died after a heart attack, April 25.

MARRIAGES

MAKKIAGES

Alice Blackburn to Andy Hervey,
Laguna, Calif., May 1, He's a
publicist at Paramount.

Viola Essen to Peter Cadeby,
New York, recently, Bride is a
ballet dancer.
Georgia Graves to Charies Wending, Las Vegas, April 30. He's a
Hollywood agent.
Carol Oakley to MacLean Chandler, Chieago, May 7. He's chief
time buyer for Leo Burnett agency,
Chi.

Chi.
Vera Raible to Stan Bailey, Pittsburgh, April 29. He's a bandleader.
Claudia Urban to Walter F.
Mruk, Jr., Pittsburgh, May 7.
Bride is with Pittsburgh Sym

burgh, April 29. He's a bandleader. Claudia Urban to Walter F. Mruk, Jr., Pittsburgh, May 7. Bride is with Pittsburgh May 7. Bride is with Pittsburgh Symphony Orch.
Lillian Tully to Aidan Pender. Dublin, April 30. He's a film critic. Janese Cameron to Bobby True, Pasadena, May 3. He's a musician. Paula Drew to Dr. Ira M. Altshuler, in Detroit, May 4. Bride is actress; he is psychiatrist who gained fame three years ago when "Mr. X." one of his mental patients, gave a public plano concert following music therapy by the doctor.

Mrs. Consuelo Kamholz Hermer to Raymond Seymour Rubinow, New York, May 6. Bride was formerly an associate editor with Simon & Schuster, publishers, and co-author of several books.
Emily Lawrence to Theodore. Newton. Newton, Pa., May 8. Both are legit players; he's currently appearing in "The Big Knife" (National theatre, N. Y.).

\$500,000 Gross

Continued from page 1

boxoffice will not be injured by home TV. With such potential grosses, 20th will be able to stage shows of scope, talent and production that advertisers or TV networks would find it impossible to match for the stay-at-homes. What effect this will have on home viewing remains to be seen, but it is looked upon as tremendous hypo to theatre attendance.

Twentieth plans to stick exclusively to the direct projection method of theatre TV, which its research engineering department, under the supervision of Earl I. Sponable, helped develop with RCA. Intermediate film method, such as that used by Paramount, might have certain advantages but, Skouras maintains, when that is used, the TV aspects of the presentation lose their novelty — the show becomes just another film. Twentieth plans to ballyhoo to the fullest the point that audiences, with the exception of those at the Chinese, will be actually witnessing television. And the patrons at the central theatre, of course, will be watching the TV production first-hand, thereby becoming the studio audience.

Many details, of course, remain to be worked out, including that of negotiating with the various labor minors involved. of the N. Y. Post.
Survived by wife, son and father.

BENNIE REED
Bennie Reed, 54, an actor, died April 29 in Houston. Tex.
During early '20's he appeared on Broadway in George White's 'Scandais' and with Ai Jolson show at the Winter Garden. Herold Beaudine, 55, retired monstrels and stock companies. Survived by two sisters and a brother.

ROBERT MACK
Robert Mack R. Z. retired actor and songwriter, died at the Queens and songwriter. died at the Queens and songwriter in Starting out as a songwriter in Starting out as a songwriter in Canadian stage and screen actor in western films, died after a theart attack at the Walt in hight have certain advantages but, lingth have certain advantages but, lingth have certain advantages but, longth have l

the program would continue to be projected locally in each theatre, which means there would be no layoffs in the number of booth projectionists involved. Because of the time differential, the venture projectionists involved. Because of the time differential, the venture will be confined to the Pacific coast area, at least for the start, with the two-a-day proposal figured to compensate for any differences that might occur in the opening times of the theatres linked together. If one house opened before another, it would always be possible to toss in a couple of shorts to fill any time gaps while waiting for the theatre TV part of the program to start.

Details of the plan are to be gone into thoroughly during the next several weeks among Skouras; his brother, Charles P. Skouras, National Theatres prez; Sponable; the company's radio and TV attorney, Vincent Welch, and tele chiefs Aifred H. ("Doe") Morton. Peter Levathes and Irving B. Kahn. They hope to have the program ready to tee off within the next six or seven months.

six or seven months

To Use Rank's Pix For Zenith's Phonevision **Experiments This Fall**

Chicago, May 10.

Chicago, May 10.
Phonevision, Zenith's system of sponsorless, pay-as-you-view video, will undergo tests this fall in Chicago, according to Comdr. E. F. McDonald, Jr., Zenith prexy:
Phonevision programs will be first-run feature films, received on the set by a combination of tele transmission and telephone wires connected to the set. Plans call for a charge of \$1 per film, with viewer getting the tab on his phone bill. Tests will be conducted on Zenith's experimental tele station, which cannot be commercialized, so the money collected during the tests will be turned over to charity, When the tests are started, Mctests will be turned over to charity.
When the tests are started, McDonald estimates 300 sets in Chi
will be equipped to receive Phonevision, and the response from this
audience is expected to shape the
future of Phonevision.
While McDonald isn't revealing

his source of feature films at this time, it is known that he's had a number of conferences with England's J. Arthur Rank. Hollywood

land's J. Arthur Rank. Hollywood is expected to make a number of first-run films available for the testing period, since it is feit that the potential audience of the test is too small to interfere with theatre b.o.

Louis B. Mayer, reportedly enthusiastic about Phonovision, expressed concern that the system might create a monopoly. However, McDonald states he welcomes competition, and intends to establish a nominal licensing fee for all set manufacturers who want to set manufacturers who want to make Phonevision sets, and to make the license free to tele stations, film producers, and the tele-

tions, film producers, and the telephone company.
Col. John R. Howland, and Phonevision's Inventor, Dr. Alexander Ellett, are scheduled to discuss Phonevision before the TV section of the Motion Pictures Producers Assoc. next Tuesday (17) at Columbia Pictures offices in N. Y. Jack Cohn. Col's exec veepee, is chalrman of the MPAA's television committee.

RIRTHS

Mr. and Mrs. Don Freeman, son, Santa Barbara, April 30. Father does drawings for the Sunday drama section of the N Y Times; drama section of the N Y T mother is also an artist. Cooley.

Mr. and Mrs. Stanley Frazen, daughter, Hollywood, April 29. Father is a film editor. Mr. and Mrs. Bingo Brandt, son, New York, recently. Father is associated with Brandt Theatres in N. Y.

Mr. and Mrs. W. Harry Culieton, daughter, Dublin, April 30. Father's general manager of Amalgamated Irish Cinemas circuit.





"The SEARCH

Completed 10 Week Concert Tour May 4th as Featured Soloist with

An Evening with SIGMUND ROMBERG

Featured with SIGMUND ROMBERG SULLIVAN'S "Toast of the Town" (MAY 15th . CBS-TV)

· Guest Star · **HARVEST OF STARS**

(MAY 22nd . NBC NETWORK)

· Featured . DANTON WALKER'S "Broadway Scrapbook" (MAY 29th . WNBT NETWORK)

SAILING EUROPE APPEARING (AUG)

FESTIVA

Harry D. Squires Agency. Inc.

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VOL. 174 No. 10

NEW YORK, WEDNESDAY, MAY 18, 1949

PRICE 25 CENTS

PIX COMB BARNS, TV FOR TALEN

N.Y. Drama Critics' Boxscore

Season of 1948-49
(June 1, 1948-May 31, 1949)
Key to abbreviations: SR (shows reviewed), R (right), W (wrong), (no opinion clearly expressed), Pct. (Percentage).
SR. R. W. O. Pct.

57	52	5		.912	
54	45	8	1	.833	
58	48	10		.828	
60	48	11	1	.800	
60	48	12		.800	
60	47	13		.783	
60	47	12	1	.783	
). 60	44	13	3	.733	
61	57	4	0	.934	
	54 58 60 60 60	54 45 58 48 60 48 60 47 60 47 60 47	54 45 8 58 48 10 60 48 11 60 48 12 60 47 13 60 47 12 60 44 13	54 45 8 1 58 48 10 60 48 11 1 60 48 12 60 47 13	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$

Atkinson, Morehouse, Barnes 1-2-3 In 'Variety's' 26th Legit Crix Ratings

Brooks Atkinson, of the Times, wins Variery's 26th annual box-score of the New York drama critics. It is his first win since the 1927-28 season. However, Lewis Nichols, subbing as Times reviewer during Atkinson's absence as war correspondent, held the top posi-tion for the 1943-44 and 1945-46

tion for the 1943-44 and 1945-46 geasons.

In leading the critical pack, Atkinson compiled an average .912, bettering his rating at the half-way mark of season, when he led with .889. In the interval, he missed on only one show, although the unexpected failure of a previous show, "Life With Mother," which he had given a favorable review, aubsequently switched it from "right" to "wrong."

Notable aspects of Atkinson's record for the season included his unfavorable notice for "The Traitor," the only pan the Jed Harris failure received, and his "wrong" guesses on "Sleepy Holiow," "Summer and Smoke." "Set My People Free" and "Richard III" (besides the one for "Mother"). But perhaps the outstanding thing about (Continued on page 50)

Near-N.Y. Dept. Stores To Sell B'way Legit Tickets at Reg. Scales

Seats for six current Broadway hits will be put on sale, starting two weeks hence, in department stores of nearby cities. Plan will be put into effect first at Swern's, the leading department store in Trenton. for a week's trial. If satisfactory, it will be continued there and extended to stores in such locales as Hartf New Haven. Stamford, Bridge Newark. Jersey City, etc.

Tickets will be sold at boxoffice prices, and desirable locations will be offered. The Trenton store will make the tickets available at a main-floor booth and will supply a salesgirl (at the store's expense) to handle sales. It will also arrange a window display and publicize and advertise the service locally in co-

(Continued on page 47)

HCL Hits Paris Tourism

Paris I ourism
Paris, May 17.
Numerous expected visitors
and middleclass touring agencies are cancelling reservations made in Paris due to a
rise in the cost of living which
has lifted prices one-third
above the New York level.
Many of the tourists are
going to Italy where prices are
50% lower.

Berle Wants Out On Texaco TVer; Netting \$2,500 Now

Milton Berle and the Texas Co., with the Kudner advertising agency in the middle, are in a contractual snarl that finds the No. 1 television performer seeking out on his current deal for the Texaco Tv-er on Tnesday nights.

While it's commonly accepted that Berle is contracted to Texaco for three years, it's now understood that actually he has no such pact with the Texas Co. His television deal is with the Morris Agency, for three 39-week periods, the contracts being specifically signed (Continued on page 36)

NOW THEY'RE CASTING BACKERS VIA VIDEO

Number of legit shows scheduled to bow on Broadway in the fall are slated for special auditions via television during the next few months with a view to stirring up angel interest. Series, to be titled "Audition for Angels," will be produced by NW Television Producions, an indie package outfit. Batistone & Bruce ad agency is now pitching the idea at prospective sponsors for a late June start.

Program format is to follow as (Continued on page 48)

(Continued on page 48)

SUMMER STOCKS

The biggest postwar crop of new faces will be harvested by Hollywood in 1949. Major studios have partially thrown off the economy wraps donned during the "transition era" of the last two years and the signal has gone out to eastern talent chiefs to resume their scouting and inking activities. Symptomatic of the film companies' renewed yen for young thespers Is the fact that this year's summer barnyard circuit will be extensively gandered by the talent scouts for the first time in the last three seasons. Another sign of the times are the rush orders being placed by the talent chiefs for video sets for home and office Installations to facilitate combing of the sightful kilocycles for fresh personalities.

Primarily whetting the studios' talent appetite is, of course, the

personalities.

Primarily whetting the studios' talent appetite is, of course, the current surge of new productions which has been cued by the pending and actual divorcement of the major companies' distribution-exhibition wings. Big boosts in forth-coming production schedules is the other dominant factor.

The changing mattern of Holly.

coming production senedules is the other dominant factor.

The changing pattern of Hollywood films, moreover, has opened a specific demand for new faces. Studio execs, watching the gradual boxoffice fadeout of many of their high-priced stars, are markedly shifting from name to story values in their pix. As a result, the casting calls are more and more bypassing the Hollywood regulars for equally competent thespers of lesser cost.

Unlike the vet film players in both the star and featured categories who are resisting salary cut-backs, the eastern recrnits are falling in line with the deflationary (Continued on page 55)

Marx, Bing, Day **New CBS Parlay?**

Hollywood, May 17.

Hollywood, May 17.

Star-conscious CBS now envisions a Wednesday night comedy parlay of Groucho Marx-Bing Crosby-Dennis Day. The first two are aiready under the belt awaiting the fall gong. Marx going into 9 and the Groaner the 9:30 spot. Columbia is reserving the 10-10:30 period for Day, contingent on a Colgate okay of the singer-comic's switchover from Saturday night on NBC.

Colgate has been been

NBC.
Colgate has been given the Sunday 6:30 (pre-Benny) time being vacated by International Silver ("Ozzie and Harriet" for its "Our Miss Brooks" program, being moved up from Sunday at 9:30. In return for the coveted 6:30 bracket, Colgate, it's felt, may feel disposed toward the Day switchover to the Paley columns. Whether or not Colgate also has aspirations toward (Continued on page 46)

(Continued on page 46)

EXTENSIVE 0.0. IN Irving Berlin Marks 61st Birthday With His 19th B'way Show, 'Liberty'

Old Vic for NBC-TV?

London, May 17.

John F. Royal, NBC veepee, just planed here for parleys with Sir Laurence Olivier and the Old Vlc Co.

The American network exer is trying to pact Olivier and the Old Vlc players for a series on NBC-TV.

ASCAP Snag Puts Kibosh on Tele Use of Names

If the American Society of Composers. Authors and Publishers and the television industry do not get together on the licensing of ASCAP-controlled tunes for video. major variety shows in the latter medium figure to have a tough time securing name record and other top stars as guests for the duration of the impasse. Few big record names work in

Few big record names work in video, or any other medium for that matter, without performing their latest recorded songs, or past hits with which they have been associated. And if the use of these melodies on tele 1s barred by the lack of a working agreement between ASCAP and tele, the majority of such acts would lose a big selling point in their performance. The result would be that shows

The result would be that shows such as Milton Berle's, Ed Sultivan's, the Admiral revue and a good many others would experience great difficulty in securing guests whose ability to entertain is based on musical interpretation.

BLACK TIE DRAW UPS GYPOLA'S CARNY B.O.

GYPOLA'S CARNY B.O.

Memphis, May 17.

Gypsy Rose Lee's first appearance with a carnival show is providing one phenomenon, at least. The Royal American Shows is pulling an audience sprinkled with dinner jackets, which liasn't been deemed possible in carnival circles. Carny premiered here for the Memphis Cotton Carnival.

It's figured that her pull with the carriage trade will contribute heavily to her gross this year. RAS spokesmen feel that the Gypola will gross around \$750,000 for the season, with the first week's take running around \$55,000. However, it's generally believed that this figure is too optimistic. Miss Lee is in on a guarantee believed to be \$4,000 weekly plus overages. Last (Continued on page 53)

(Continued on page 53)

The past week has marked two important events for Irving Berlin—his 61st birthday and the start of production on his 19th Broadway show. "Miss Liberty." Berlin's Broadway scoresheet includes "Yip Yip Yaphank" and "This 1s the Army," the soldier shows of World Wars I and II, but does not include dozens of film scores and some 800 pop songs.

Tunesmithing 40 of his 61 years, the composer doesn't think he has been unusually prolific. This considering that he has fashloned several Music Box Revues for the West 45th street playhouse which he, the late Sam H. Harris and Joseph M. Schenck designed as an "ideal" legiter for musicals. Plus his scores for several Ziegfeld "Follies" and Marx Bros. musicals. Plus such shows as "As Thousands Cheer," "Louistana Purchase." "Annie Get Your Gun"—and now "Miss Liberty."

Discounting Berlin's usual enthusiasm and Intensiveness, for very new project is "the" thing with him, it's apparent that the songsmith-impresario has a special cause in "Miss Liberty." Its theme is the big reason. It tells a purposeful Americanism story, laid in the 1880's, sans preaching or "message." Of course, the fact that Pulitzer prizewinning playwright stage is special significance. Moss Hart, who is staging, is the show's third co-producer, along with Berlin and Sherwood, although the venture is being operated out of the Playwrights Co. offices in New York.

Berlin's showmanship inspired him one night to trundle his trick (Continued on page 55)

(Continued on page 55)

75,000 Expected to Pack Yankee Stadium for Anni Of Mary Marg: McBride

Mary Margaret McBride will relebrate her 15th anniversary on the air May 31 with a giant birthday party at New York's Yankee day party at New York's Yankee Stadium before an expected crowd of 75,000. WNBC, N. Y., topperadecided on the stadium because the femme gabber's 10th anni shindig at Madison Square Garden, with a capacity of 18,000, couldn't hold all listeners who requested tickets.

tickets.

Party will run from 12:30 to 3
p.m. and will be aired from 1-2
p.m. over WNBC and from 1:30-2
p.m. on NBC web. Will Cuppy has
scripted a special sketch for the
stanza and Morton Wishengrad has
written a short documentary which
will be narrated by Melvyn Douglas.
Bronx Borough President
James J. Lyons has issued a procfamation urging Bronxites to support the celebration and Councilmoman Bertha Schwartz will head
a committee of more than 100
(Continued on page 47)

Howard Hughes and the Motion Ficture Assn. of America are reportedly in another hassle, with IKO in the middle. Issue again is the ads on Hughes' "Outlaw," which has already resulted in a \$2,500,000 treble-damage suit by the producer against the MPAA. It is understood that Hughes recently volunteered to withdraw the action, which is currently on the trial calendar in N. Y, federal count, if the MPAA approved a new set of ads. Producer then is add to have submitted a series of ads that were substantially the ame as those originally nixed and the MPAA again gave them the thumbs-down.

Efforts are understood continuing for a settlement, with Judge Sanuel Rosenman acting as counact for the MPAA, and Poletti, Diamond, Freidin & Mackay repping Hughes. The anti-trust suit dates back about three years, and followed the withdrawal by the MPAA of the Production Code Administration seal from "The Outlaw" because Hughes failed to get an okay on his ads. As a result, pic has been unable to play any of the circuits and most of the country's important houses, which demand a PCA seal on product they use.

Ned Depinet, RKO prexy, has pow gotten into the battle as re-

they use.

Ned Depinet, RKO prexy, has now gotten into the battle as result of the producer's purchase last year of controlling interest in RKO. Hughes has withdrawn "The Outlaw" from United Artists, which originally released it, and turned it over to RKO.

UA, not being a member of the MPAA, was under no obligation not to release the pic because it didn't carry the PCA seal. RKO is under such obligation, however, and, as a matter of fact, Depinet participated in the vote of the MPAA board at which it was determined to withdraw the seal.

On Both Sides of the Fence

termined to withdraw the seal.

On Both Sides of the Fence
RKO, being owned by Hughes,
is in the position now of being on
both sides of the fence at once.
As a member of the MPAA it is
being sued for anti-trust violations
by its own principal stockholder.
This anomalous situation is one of
the reasons that attorneys for both
sides are anxious to clear up the
matter out of court. Hughes is
said to be adamant, however, on
getting approved the ads he
warts.

Warts.

There has been no official mention yet of the possibility of RKO's resignation from the MPAA, but unless a settlement is reached that appears a possibility. Hughes, if his feelings are still as strong as when he withdrew his Hughes Tool Co. from the association, is vehement in his opinion of the MPAA, so it would appear logical that he night order the resignation of any company that he owns.

any company that he owns.

Hughes has already felt in "The Outlaw," however, the economic penalties of losing MPAA sanction, and it is thought that this and the pleadings of Depinet, who is high; embarrassed by the whole situation, might convince him to make every effort at arriving at a peaceful solution.

Harpo's British Dates
Hollywood, May 17.
Harpo Marx, enroute to N. Y.,
sails Friday (20) on the Queen
Mary for England.
Will play two weeks in provinces

Will play two weeks in provinces first, then the Palladium, London, followed by the provinces again.

154 West 46th Street

British Vauders Probe 'Invasion' of 'Discards'

London, May 17.

Discontent among British vaude artists who have unsatisfactory bookings while visiting players get prominent billing, has led to a probe of the whole question of for-eign artists by the Variety Artists Federation.

Under present agreement with the Ministry of Labor, quota for foreign artists is 40% in London and 25% in the provinces, two exceptions being the Palladium and London Casino, which are allowed

a 50% quota.

Admitting the complexity of the problem, the VAF has no intention of attempting to bar topranking players of the Danny Kaye calibre, who, through their supporting program, create work for Eritish acts. They are, however, concerned with what has been described as "the worn-out and discarded" who come over here and displace British performers.

Lou Costello Sick, Palladium Date Off; Schnoz Also Must Defer

John Must Defer

Hollywood, May 17.

Jimmy Durante and Abbott & Costello were obliged to cancel out of the Palladium, London, engagements. Durante is slated to make two pictures, while Lou Costello's attack of rheumatic fever will make it impossible for him to go abroad. No replacements for these headliners have been made as yet. William Morris agency, N.Y., and the Harry Foster office, London, which team in booking the majority of U.S. headliners into the Palladium, are scouting for replacements.

In booking this year, the Dayladium and the palladium are stored to the palladium are

placements.

In booking this year, the Palladium's managing director Val Parnell attempted to get U.S. names that had not played the house last year. Danny Kaye, however, was invited to repeat. Other acts such as Jack Benny, Phil Ilarris, Andrews Sisters and Dinah Shore, who played the Palladium last season, will probably get bids for that house in 1950.

Durante was slated for form.

Durante was slated for four weeks starting July 18 while Abbott & Costello were due at the Palladium Aug. 29 for a four-week stand.

Betty Garrett Stands By For Garland Suspension

r or trariand Suspension
Hollywood, May 17.
Betty Garrett looms as a possible
Judy Garland substitution on
'Annie Get Your Gun' as huddles
continue among Dore Schary, L. B.
Mayer and Arthur Freed following
slar's suspension for failure to report for work, While Miss Garland
is not definitely out, both Miss Garrett and June Allyson are being
considered.
Miss Garrett reportedly is much

considered.

Miss Garrett reportedly is rushing through "On the Town" location work in N. Y. to return here if needed immediately. The Garland replacement would junk most expensive production number, "I'm An Indian. Too," which took three weeks to film.

New York 19, N. Y.

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KEN MURRAY'S "BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal. And now in world-wide release
"BILL AND COO"

Ken Murray's

Academy Award Film

Katzell's \$150,000 **Budgeter for EL**

First picture to be made by Wil-First picture to be made by Wil-liam R. Katzell under his three-picture production deal with Eagle Lion is "Next Block," a semi-doc-umentary to be filmed on location in The Bronx, N. Y. It will be budgeted at \$150,000. John House-man will direct and there will be a no-name cast, mostly from legit.

man will direct and there will be a no-name cast, mostly from legit. Under Katzell's deal with EL, the studio provides a portion of the financing, but he has full production authority. He intends to do all three films in the east, since he wants to continue legit producing simultaneously. In fact, his activity in bringing the revue, "Lend an Ear," to Broadway last fall required him to abandon "Border Incident," on which shooting was about to start on the Coast. Property was sold to Metro and subsequently produced by that studio. Apparently click of the picture version of "Home of the Brave" indicates that Katzell may recover some of his losses on the original stage play. Arthur Laurents' drama was presented on Broadway during the 1945-46 season, at a cost of \$45,000, but ultimately lost an additional \$15,000. Katzell will profit for his share of the deal for the

tional \$15,000. Katzell will profit for his share of the deal for the screen rights.

Kravchenko 'Freedom,' 'Native Son' Due For Lensings in Paris

Paris, May 17.

rans, May 17.

Jacques Gauthier, who promoted
"Portrait of an Assassin" with
Maria Montez and Eric von Stro-heim, has signed with Victor Krav-chenko to film his "I Chose Free-dom." Kravchenko "" chenko to film his "I Chose Freedom." Kravchenko will receive about \$230.000 of a total skedded budget of \$1.500.000. Gauthier was in London to huddle with J. Arthur Rank on an English release, and is about to leave for the U. S. for an American deal.

"Native Son" is planned for screen treatment by Richard Wright, currently in Paris. Hurdle there comes from the French administration, which does not relish the idea of Americans telling them that they are helping to promote

that they are helping to promote racial problems while on the ECA roster.

roster.

Raoul Levy is about to make a picture from the book "France Saved Europe." by the former French premier, Paul Reynaud. Levy is getting in touch with Sumner Welles on the plans, which, due to extensive use of newsreels, reportedly will call for a \$20,000 budget only.

Harrison, Wife to Eng.
During the summer layoff of "Anne of the Thousand Days," in which he's co-starred, Rex Harrison will vacation in England with his wife, Lilli Palmer, They'll leave by plane June 26, the day after the play recesses, and are due back about a week before the Aug. 22 reopening. reopening.

Miss Palmer, who has been in Metro Hollywood to arrange for the sale the-w of their house, is due east this ment

BERLE'S % DEAL ON WB (WALD) PICTURE

WB (WALD) PICTURE
Television's ballyhoo value for
Milton Berle has catapulted him
into an unusual percentage picture
deal with Warner Bros. In snaring
the comedian for the Burbank lot,
producer Jerry Wald overcame
strong bids from both Columbia
and 20th-Fox.
George Jessel thought he had
Berle on the latter lot, offering
him "Moon Over the Catskills."
filmusical about the borscht belt.
Harry Cohn, Col prexy, had dispatched his chief production aide,
S. Sylvan Simon, east for similar
purpose.

S. Sylvan Simon, east for similar purpose.
Wald, meantime, had ready "The Thief of Broadway," a Collier's mag story by Max Shulman, which the latter and Richard Mealand had adapted with an eye to Danny Kaye. Mel Shavelson and Jack Rose did the screenplay. Wald sent it to Berle. There are somewhat biographical overtones to the story, and thus Wald snagged the deal from the others. Present film title is "Always Leave Them Laughing."
Berle gets a nominal guarantee,

Laughing."

Berle gets a nominal guarantee, said to be around \$75.000, preferring a cut of the profits under a capital gains setup.

Cantor to Follow

Cantor to Follow

Pabst Beer has pre-empted a spot for the Eddie Cantor tele show. Warwick & Legler, Pabst's agency, has bought a year's time on NBC-TV, starting July 19, in the 9:30-10 p.m. slot Tuesdays, which is expected to be kept warm for the comic's regular video assignment.

Cantor is not expected to start immediately on the July 19 date. Likely that the first 13-week period will be filled in with another show, still to be determined, before Cantor makes his bow.

Video Seen Incentive To Reading of Books By Keeping Worms at Home

Washington, May 17.

The possible threat of television to the book business was discounted here yesterday by Robert B. Campbell of Los Angeles, prexy of the American Booksellers Assn., which is holding its annual convention at the Shoreham hotel. tion at the Shoreham hotel. In fact, he said, video may likely be an incentive to book reading by keeping people at home, as shown by surveys.

Campbell recalled that when the motion neture came into being

Campbell recalled that when the motion picture came into being, it was feared that the book business would be finished. Then the same fear developed with the advent of radio, he said. "If neither of them could do it separately," he declared, "I don't think a combination of them will. There's no reason why television and the book business can't work together." business can't work together

During a panel discussion on WMAL-TV last night (16), Campbell said that people in the motion picture industry read serious books, especially non-fiction.

Huston Vague What His '1 World' Pic Will Cover

Picture that John Huston hopes to shoot on his round-the-world flight next November will be a straight documentary. He has no hopes of making a film for the-atrical release, he explained in New York last week, following his receipt of the global flight as an award by the One World Committee in recognition of the "human and international" quality of the pix which he has produced and directed. rected

rected.

Huston said he expects to take with him about four or five people, all of them technicians, and possibly a writer. He added that he has no idea of what he'll be shooting—"If I knew what I was going to get. there'd be no use going. I could stay here and make the picture." The whole idea is very nebulous in his mind, he explained, but among the things he thought might be incresting would be to ask the same teresting would be to ask the same

the things he thought might be in-teresting would be to ask the same set of questions of Communists and Nationalists in China.

He flew back to the Coast from New York last Thursday (12) night and is slated to leave for Italy June 1 to make "Quo Vadis" for Metro. He'll start on the round-the-world trip when that assign-ment is completed in November and be gone for three months.

Corey's Racial Gag Starts Mild Riot in Montreal

Montreal, May 17.

In a province where the racial question is always apparent although seldom admitted, come-dian "Prof." Irwin Corey touched off a firecracker at the Normandie Roof. Corey's gag was about the different nationals who four decided on a suicide pact while in a plane. When he came to the tag line about the Englishman saying "There will always be an England" and then shoving the Frenchman out of the plane, a patron, in the corner, who had been heckling the show all night, lumped to his feet and in a loud voice said something to the effect that "an Englishman wouldn't do that to a Frenchman." and that "Quebec was for the French and not the Jews." With a capacity of the Jewish faith, this started a shambles. Tempers blazed, blows were exchanged and drinks thrown in every direction. Buddy Clarke started his orch in a plane. When he came to

Buddy Clarke started his orch to "God Save the King" and only into "God Save the King" and only after a couple of playings, managed to quiet the room. In a body the crowd moved out and by 1030 there were fewer than 35 people in the room. By the time the midnight show came on a few more had come into the room and Corey's routine got a good reception.

Local bonifaces look to this incident as a lesson both to the waiter captains in the room and to performers. There has always been little or no action taken against hecklers and drunks in this particular room, and it's expected that now they will get rid of the one or two obstreperous customers, for benefit of the rest and avoid what could have resulted in possible injuries and lawsuits. Incident is also regarded as a lesson to all performers to stay with their act and take into consideration that the French, English and Jewish question is particularly sensitive in Quebec. Local bonifaces look to this in-

Show Biz Shows Up For Women's Natl. Press Club Kudo to Mrs. FRD. Carroll

Washington, May 17.

Washington, May 17.

Several show biz figures took part Saturday night (14) at the annual dinner and stunt party of the Women's National Press Club to President and Mrs. Truman. Stunt party is the press gals' equivalent of the Gridiron Club dinner, with biggies from the President down roasted on stage in the skits.

Siv women were honored for

roasted on stage in the skits.

Six women were honored for outstanding achievements in 1948, receiving their award certificates from the President. Mrs. Frankin D. Roosevelt, who has an ABC radio show as one of her activities, was selected as "Woman of the Year." Madeleine Carroll was selected as outstanding in show hiz. Year." Madeleine Carroll was se-lected as outstanding in show biz, and Mary Jane Ward, author of "The Snake Pit," which was suc-cessfully transmitted to the screen, was also a winner.

was also a winner.

Number of radio station and network femmes, as well as newspaper gals, took part in the comic sketches. Among the guests were Eric Johnston, and CBS veepees Joseph Ream and Earl Gammons. Place was full of Cabinet, Supreme Court and other government Brass.

New Academy Board

Hollywood, May 17.

Hollywood, May 17.

Academy of Motion Picture Arts and Sciences elected 14 members to its new board of governors to augment the 10 holdovers. New governors are Perry Lieber, representing the publicity ment. Charles G. Clarke, cameraman; William Hornbeck, film editors; Fred Quimby, shorts; Frank Capra, directors; Charles Brackett, writers; George Murphy, actors; Mudolph Sternad, act directors; Johnny Green, music; Kenneth Lambert, sound; Dore Schary and Fred Metzler, executives; Walter Wanger and Henry Blanke, producers.

B' PIX B.O. CHASERS-SCHENCK

20th Selling Theatres in Those **Towns Where Co. Is 100% Dominant**

Twentieth Century-Fox is voluntarily selling theatres to open allosed towns in which its giant National Theatres chain is currently the dominant or only exhib, Spyros Skouras, company's president, told stockholders yesterday (Tues.) at the annual meeting. The step is regarded as an important policy decision aimed to meet the implied requirements of various Government anti-trust decisions.

Government anti-trust decisions.

Skouras disclosed that NT has aiready disposed of 30 whollyowned houses under this policy and added that there were more to come. Besides these sales, 20th has cut the ties with many of its theatre partners, company head declared. The Skouras declaration confirmed reports that 20th had fixed on a plan of opening closed situations to head off divorcement and fight Government demands.

Turning to production, Skouras

aituations to head off divorcement and fight Government demands.

Turning to production, Skouras said the company will continue using frozen funds for foreign filmmaking until it finds a better way of using this overseas coin. Detailing these activities to date, he disclosed that 20th spent \$1,000-000 in frozen lira for "Prince of Foxes"; \$950,000 in pounds, francs and marks for "I Married a Male War Bride"; and \$2,000,000 in pounds for "Black Rose." Another \$664,000 in pounds was expended on overseas theatre acquisitions. Company topper cited figures to show the gradual scaling-down of (Continued on page 21)

20TH'S FIRST QUARTER NET UP TO \$3,017,736

Twentieth - Fox registered a strong upsweep in both net earn-ings and gross sales for the first quarter of 1949, continuing the upquarter of 1949, continuing the up-beat already recorded for the pre-vious quarter. Prez Spyros P. Skouras revealed following the an-nual stockholders meet at the homeoffice yesterday (Tues.) first quarter earnings of \$3,017,736, as compared with \$2,926,842 for the same period in 1948.

same period in 1948.
Gross film rentals and theatre revenue for the first three months this year totaled \$43,490,969, as compared with \$40,316,174 for the same period a year ago. Consolidated net earnings for the first quarter in '49 amounted to \$1.04 per share on 2,769,115 common shares outstanding, as against \$1 per share in 1948. Earnings for the fourth quarter of 1948 were \$3,389,651.

Company's expenses also in-

389.651.

Company's expenses also increased in certain factors during the first quarter but this boost was more than offset by the accompanying increase in gross income. Thus, amortization of film costs for the (Continued on page 18)

Schary Due East in June, **Rodgers West Same Time**

Nougers west Jame 1 lime
Two of Metro's topflite execs
will cross paths next month in exchange visits to the homeoflices
and the Coast. Dore Schary, company's production veepee, is slated
to trek east in June for a series
of ho, huddles.
At the same time, William F.
Rodgers, distribution veepee, will
shove off for the studio on one of
his periodic visits. Rodgers will
eye new Metro product and discuss
their sales campaigns with studio
officials.

Now Gallup Polls Gonna Make Trouble for Oscar?

Make Trouble for Oscar?
One-third of all filmgoers think
that Warner Bros.' "Johnny Belinda" won the Academy award as
the best film of 1948. Only 28'c
know that Laurence Olivier's
British-made "Hamlet" was the
actual winner. Another 5'c believe that 20th-Fox's "Snake Pit"
copped the Oscar.
That was disclosed by Dr. George
Gallinp's Audience Research Institle in a bulletin to its clients
last week. ARI's survey was
(Continued on page 18)

Reelect Entire Slate

Spyros P. Skouras was re-elected 20th-Fox prez yester-day (Tues.) and all incumbent

day (Tues.) and all incumbent officers were voted back in office by the 20th board, following election of 13 directors by 20th stockholders at the annual homeoffice meeting.
Only new board member is Robert E. Hannegan, former U. S. Postmaster - General elected to succeed John R. Dillon, who died last November.

UA's Nassers Deal For 25 Stalled By 'Approval' Clause

Disagreement over the right of picture approval has stalled United Artists' deal with Nasser brothers for release of 25 pis over the next five years. UA has been demandfor release of 20 pix over the company that the privilege of accepting for distribution only those films on which it has previously stamped its okay of script and cast. It claims that is the only way in which it can be sure of maintaining quality. Nassers are demanding that the company distribute whatever pix that provide. company dis they provide.

they provide.

Lack of agreement has stymied the drawing up of the distribution pact for almost two months. Deal was originally negotiated during the hectic period recently when the Nassers were attempting to line up the coin to buy control of UA. Their aim in making the multiple-picture contract was to facilitate bank financing on the pix, which were to have been made at their General Service Studio by various indie producers. indie producers.

Reports of a similar 25-pic deat with Sam Bischoff over a five-year period were denied this week by (Continued on page 18)

Wyler Sticks to 'Carrie'; Still Yens B'way Plays

After looking over the Broadway legit field with an eye to future filmizations, William Wyler, Paramount producer-director, headed for the Coast Monday (16) with a pic adaptation of "Sister Carrie." pic adaptation of "Sister Carrie," the Theodore Dreiser classic, as his next stint for Par. Wyler, it is understood, would like to do either "Death of a Salesman" or "Detective Story" and Par will probably enter the competitive bidding for

summer weather bops b.C.—Belvedere, Barkleys, conter the competitive bidding for the properties.

While in Gotham. Wyler signed Ruth and Augustus Goetz to do the screenplay of the Dreiser novel. Goetzes previously collabbed with Wyler on "The Heiress" which he recently completed for Paramount. Duo wrote both the play and the screenplay. They will join Wyler on the Coast within the next few weeks.

Binford Bans Another;

U's Delinquency Pic Memphis. May 17.
Lloyd T. Binford "crashed" in on the annual Memphis Cotton Carnival publicity here this week by putting the hex on another film when he banned Universal's "City Across the River." Pic was booked to open here today (17) at Loew's Palace, and will probably be shown.
"across the river" in West Memphis. Ark, about 10 miles from downlown Memphis, where all Bintord-banned pix usually getshown.

Binford tod Variety that "City Across the River" is "just another one of those juvenile delinquency things. They start fighting and killing: there is no lesson to it and no moral."

Summer Weatner Bops D.C.—Beleveder Rule and specific to gother with the recompetitive bid spring weather in many localities and unveiling of spring weather in many localities and unveiling of spring weather in many localities and unveiling of several mild-draw pictures will describe and unveiling of several mild-draw pictures will be several mild-draw pictures will describe and unveiling of scored mild described in many spots and unveiling of scored pictures will have the scored b

SEES VIDEO NO REAL OPPOSISH

Joseph M. Schenck is adamant on the proposition that the B picture, per se, is now an obsolete institution. For one thing, in the present all-industry purpose of wooing back public interest in pix, the B only achieves a negative influence, he declared.

back public interest in pix, the B only achleves a negative influence, he declared.

"People come and see a stinker and they go away panning all Hollywood," he observes. "Sometimes they're so annoyed with the mediocre B that they don't even wait for the top A picture. B's are a b.o. bugaboo. Quality alone will bring patronage. The discriminating first-run audiences don't want to be bored with marathons of movies. Maybe in some subsequentrun neighborhood houses the bargain value is important, but even there it would whet public interest to come back more often to the movies if we don't surfeit them with three and four hours of celluloid. There's such a thing as giving the customers celluloid-poisoning, you know."

Schenck went into the proposition of quality product in relation to the end of the lush war days. "Then everything went; the exhibitor just put up the change of bill and the price-scale, and went fishing. He got carcless. We all got (Continued on page 18)

Par's \$30,000,000 **Revolving Credit**

Lining its sights on the coming splitup into two separate companies, Paramount has closed a deal with a syndicate of three banks creating a new credit of \$30,000,000. Of this sum, the company intends to borrow \$17,500,000 for production purposes before the final division occurs on Dec. 31, 1949. The other \$12,500,000 is available to the new theatre chain of financing the acquisition of theatre interests.

The new credit arrangement, it has now been learned, became effective with the approval by the stockholders of the reorganization plan at the April 12 meeting. While no loans have yet been made under the agreement, some \$4,500,000 owing to the three banks under an old loan fall under the terms of the current deal. The banks in both cases are the First National Bank of Chicago, and the (Continued on page 21)

Semenenko Asks Only \$1,000,000 Cash From Eddie Small to Swing EL Deal

Bing's \$475,634

Bing Crosby led all the rest on the Paramount lot in the on the Paramount lot in the terms of total paychecks for 1948. Crosby drew \$475,634 from Par for his film work during the year. No. 2, but trailing far behind, was Alan Ladd with \$281,023.
Top-paid company exec and third in the listing was Henry Ginsberg, Par's production veepee, with total pay of \$260,000.

\$97,266 Payoffs To Each Settles Par's M.&P. Pacts

After protracted negotiations with Paramount, Martin J. Mullin and Samuel Pinanski have worked out a settlement of their old employment contract covering supervision of the now-dissolved New England Theatres chain. Both Mullin and Pinanski will receive \$97,266 apiece as their share in the profits of the circuit for 1948. The payoff is deemed final settlement of the pact, originally made in 1938.

Circuit was liquidated last year when Pinanski took part of the houses to form his own indie string of theatres. Mullin, who had previously partnered with Pinanski in the Paramount- affiliated circuit, went along with Paramount as chief of the block of houses which the major took over completely.

chief of the block of houses which the major took over completely. However, their own personal employment tickets required considerable dickering because of complications in computing amounts due under the profit-sharing provisions. Under the terms of the final settlement, interest on bonds of the Boston Metropolitan Buildings, Inc., and gains or losses from the sale of property to Pilgrim Theatres Corp. have been excluded in computing percentage compensation for the two theatre execs in 148.

Henry, Blumberg Huddle Hollywood, May 17. Ben Henry, British rep for Uni-versal, is here for a week's hud-dles with Nate Blumberg, U's prexy.

Producer Edward Small would only have to put up a \$1,000,000 or so in actual cash to buy control of Eagle Lion under the terms of an agreement being proferred him by Serge Semenenko, executive veepee of the First National Bank of Boston, EL's chief bankroller. A balance of \$3,000,000 would be met by Small transferring to EL his completed pix, story rights, screenplays and other properties. That's the sort of deal Semenenko has been offering, but the big question still is whether Robert R. Young, dominant stockholder of Pathe Industries, EL's parent company, will consent.

Reports notwithstanding, there

Producer Edward Small would

consent.

Reports notwithstanding, there is no demand on Small to assume personal responsibility for the \$4,000,000 which EL owes the Boston bank on production. The company, of course, would continue weighted down by this obligation, but that would be a continued corporate obligation and not one for Small to meet individually.

Semenenko claims that he has Young's word that a "satisfactory (Continued on page 18)

PALACE VAUDE TO DEBUT WITH COLLARITE PICKETS

WITH COLLARITE PICKETS

Vaude will reopen at the Palace on Broadway tomorrow (Thurs.) with an unbilled spicket line in front of the house. The line will be manned with homeoffice white-collarites who have been fighting unsuccessfully for the last four months to renew their labor contracts with the major companies. Decision to hit the Palace with a demonstration was made following collapse of a Federal conciliator's attempt to settle the industry's dispute with the Screen Publicists Guild and Screen Office & Professional Employees Guild.

Industry spokesmen indicated to Federal conciliator A. L. Stone that they would ink a pact only if the unlons surrendered their wage hike and security provisions demands. SPG rejected this condition and will likely refuse to meet with the conciliator again.

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Sid Silverman, President
154 West 46th Sil, New York 19, N. T
Holls wood 28
6311 Yucas Street
1292 National Bress
1292 National Bress
1293 National Bress
1293 National Bress
1295 National Bress

Vol. 174

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DAILY VARIETY
(Published in Hollywood by Published in Hollywood by Traily Variety, Ltd.) \$15 a Year-\$20 Foreign

National Boxoffice Survey

Summer Weather Bops B.O.—'Belvedere,' 'Barkleys,' 'Flamingo,' 'Champion,' 'Game,' 'River' Tops

Bernhard Putting Fresh 300-400G Into Film Classics; Distrib Only

elcs, is arranging to put into the company \$300,000 to \$400,000 of new capital when the split with Cinecolor becomes effective and FC returns to independent ownership. Coin will be used for current operating expenses, helping the company through its present "growing pains" and giving lt a substantial financial backlog to assure stability.

Money will be put into FC by Bernhard himself, who already has an investment of more than \$500,000 in the company, and by some financial associates. It will not be used for financing production, since FC will adhere hereafter strictly to a policy of making no pix on its own, but distributing only indie product. Guarantees will be advanced for the producers, where necessary, in order to get them bank loans and other outside financing.

Details have now all been on for the divorcement of FC from Cincolor. While stockholder approval is not legally required, it is planned to go through that formality and a meeting of the share-holders is anticipated within about three weeks.

No money will change hands in the separation process, which will revert the two companies to the same relative positions they held same relative positions they held before FC became a wholly-owned subsid of the tint firm about two pears ago. At that time Bernhard and Edward L. Alperson, FC's two stockholders, turned over all their shares to Cinecolor for 40,000

(Continued on page 20)

SPECIAL TV AIDE TO HELP PIX BIZ PROBE

Motion Picture Assn. of America's new television committee evidenced its intention yesterday (Tues.) of continuing study by authorizing its secretary. Edward T. Cheyfitz, to hire a fulltime assistant. Work of the committee, Jack Cohn, exec veepee of Columbia serving as chairman told them, is "largely to keep abreast of all television developments."

television developments."

Mecting, staged at Columbia, eyed a film on Phonevision, device put out by Zenith Radio, and heard John R. Holland, assistant to Zenith's prexy, talk of his company's plans for using telephone wires in connection with video. Device makes it possible to charge telephone subscribers for tele programs.

Makeup of the committee, Cohn said, had been planned to be weil representative of engineers, film exces and economists. Committee is seeking a young fulltime aide, it is understood, with specialized television knowledge. Modest salary is being offered.

Attending the meet were Theo-dore Black, Lewis Blumberg, Rob-ert Chambers, Oscar Doob, Paul Raibourn, John Whitaker, Frank Cahill, Cheyfitz and Cohn.

May's Upsurge Recoups Amus. Shares' April Dip

Bullish performance of amusement stocks in early May has regained the ground lost in April, and indicates that the shares will continue their upward rally which was interrupted in the previous month. In April all entertainment tocks listed on the N. Y. stock exchange slid some \$16.114,493 in overall price quotes.

Total market value of amuse-

Total price quotes.

Total market value of amusement shares listed on the big board came to \$644.833.437 at the close of April. against \$666.947.830 in March. On the board are all major film companies except United Artists, the big networks and a number of disk outfits.

number of disk outfits.

Climb in prices started in March, when anuscment shares improved by a total of \$6,209,279. The early May rally drove up prices, particularly of film stocks, several points, with trading more active than for many months previous. In the past week all stocks, including those of the amusement field, have been drifting aimlessly.

Extras Balloting

Hoilywood, May 17.

Hollywood, May 17.

Screen Extras Guild mailed out ballots yesterday (Mon.) for the annual election of officers, with the results to be announced June 12.

Candidates named by the SEG ominating committee are: Presi-Candidates named by the SEG nominating committee are: President, Richard H. Gordon; first veepee, Franklyn Farnum; second veepee, Bess Flowers; third veepee, Larry Steers; recording secretary, Beulah Parkington; treasurer, Jefrey Sayre; board of directors, Claire Andre, Ben Corbett, Franklyn Farnum, Richard H. Gordon, Louise Lane, W. H. O'Brien, Buddy Mason, Bill O'Brien, Rose Plumer, Snub Pollard, Edd X. Rossell, Jeffrey Sayre, George Sewards and Martin Turner.

Splitting Pools

With ali other partnership interests tabued by its stipulation with the Government already broken up. Metro is getting set to enterearly negotiations with the United Artists circuit to complete the tiecutting operations. Dickering will be initiated within the next couple of weeks, company official indicated, to bring about a division of the eight houses in which Loew's and UA are currently partners. Those theatres consist of three in Baltimore; two in Pittsburgh; two in Columbus, and one in Louisville. Metro wound up its other negotiations with the sale of a 50% interest in the Parkway theatre, Brooklyn, to the Randforce circuit. For its holdings in the operating company, Randforce paid Metro \$24.500.

Considerably larger piece of change was nicked up by Metro in

\$24.500.

Considerably larger piece of change was picked up by Metro in the sale of its 50% share in the Criterion theatre. Broadway showcase, to the B. F. Moss interests. Latter paid the major \$135,000 in cash, it has been learned. In return. Moss now holds in toto a lease to the house which runs until 1957 with an option to renew for another 21 years. Property owner. Bond Clothing Co., may cancel if it demolishes the building or the new owner can end the lease on sale of the property.

new owner can end the lease on sale of the property.

In other negotiations, Metro has sold to the Fabian chain a 50% interest in the Lee and Carrillon theatres. Richmond, and the Penn theatre. West Reading. In Buffalo, company took seven houses and Paramount five, in a splitup of the Buffalo Amusement Co.

Number of houses in which the outside interest is purely that of an investor. Metro has been permitted to retain partnership ties. Included are the Capitol theatre. Broadway deluxer, and the Loew's louse in White Plains, N. Y.

Upped Amortizations Cause Disney Net Loss Hollywood, May 17.

Hollywood, May 17.
Walt Disney Productions suffered an attack of red-ink during the first six months of fiscal 1949, coming up with a net loss of \$29,-245 for the period ended April 2.
The loss compared with a profit of \$68.128 for the 27 weeks which ended April 3. 1948. Company attributed the drop in carnings principally to a boost in the amortization rate caused by tapering film revenues, domestic and foreign.

n nim revenues, domestic and foreign.

Roy Disney, company's president, predicted an improvement because of the unit's plan to produce "Treasure Island" in England this summer in a joint venture with RKO. Some 90% of production costs will be paid out of production of debts and payment on arrears of preferred stock. These redividends came to \$83,610. Long-term loan was slashed to \$105,026; notes decreased \$173,574; and debentures retired in the sum of \$19,350.

Re-Team McCrea, Mayo

Hollywood, May 17.
Joel McCrea and Virginia Mayo, recent teammates in "Colorado Territory." will do it again at Warners in "Thunder City," based on a yarn by Leslie Mitchell.

McCrea plays a Union officer of the Civil War period and Miss Mayo a femme gold prospector.

WB Selling Away 4 to Music Hall **Stirs Speculation**

Considerable trade speculation concerning Warner Bros. plan for its Broadway flagship, the Strand, has been aroused by the company's has been aroused by the company s deal last week to put four of its top pix in the Radio City Music Hall. WB execs were non-com-mittal beyond deelaring they an-ticipated no change in Strand

policy.

Aside from the sudden move in sciling away from its own house, it had been's previously reported that WB might drop stage shows at the Strand. To that the company replied that the next two presentations—featuring Bobby Byrnes' band and then the Phil Spitalny aggregation—have already been set and the one following those is close to the signing point. There may be a summer hiatus of bandshows however.

Pix which WB has booked into

bandshows however.

Pix which WB has booked into the Rockefcller showcase are "Look for the Silver Lining." Ray Bolger-June Haver Technicolor starrer, which will open about July 2; Alfred Hitchcock's "Under Capricorn," starring Ingrid Bergman and Joseph Cotten, "Beyond the Forest," starring Bette Davis and Cotten, and "The Glass Menagerie," to star Jane Wyman.

The four nix comprise about

The four pix comprise about 20% of Warners' anticipated re-leases for the year, which will put a serious dent in product for the Strand if the house is to continue to depend on the company's own pix. As a matter of fact, in the last year or so it already has had to resort several times to double bill reissues.

YATES, PRUTZMAN'S REP, U STOCK MOVES

Washington, May 17.

Herbert J. Yates, president of Republic, has picked up a block of Republic, has picked up a block of the property of the company's common plus the 1,000 preferred.

Charles D. Prutzman, veepe and general counsel of Universal, gifted 1,000 warrants on U's common stock. It leaves Prutzman with 6,100 shares of common and 20,250 stock warrants.

Rapper East Casting WB's 'Menagerie' Lead

Irving Rapper, Warner Bros. director, is in New York this week in an effort to cast the lead role in Tennessee Williams: "Glass Menagerie." Among those under eon-sideration for the part played in the stage version by Laurette Taylor are Miriam Hopkins, Fay Bainter, Ruth Chatterton, Irene Dunne and Ethel Barrymore. WB had also had in mind Helen Hayes or Katharine Cornell, but both nixed the idea. Miss Hayes did it in London.

the idea. Miss Hayes did it in London.

This is Rapper's initial assignment for Warners since his rapprochement with the company. He left to go to Columbia for a time. "Menagerie." which was bought for the screen by agent Charles K. Feldman, is being produced by WB on a deal by which, he will share in profits and get a "by arrangements" billing. Jerry Wald is the producer.

ments" billing. Jerry Wald is the producer.

Williams is not working on the screenplay, since he is in Europe doing a new legiter. Irene M. Selznick, producer of his current "Street Car Named Desire." returned to the U. S. Monday (16), after visiting him abroad with the possibility of presenting his new play. She is expected to work with Williams' agent, Audrey Wood, in setting up new terms for screen rights to "Street Car." Previous terms were considered too high and too onerous by the film companies.

Text of Anglo-American Proposals

As you suggested I am outlining our understanding of the tentative agreements reached in our conference in Washington on April 21 and 22, 1949.

A. The American members suggested:

That the British Film Producers Association work for a lower

The American members suggested:

(1) That the British Film Producers Association work for a lower quota.

(2) That the three major circuits in Great Britain show annually a minimum of 100 American-made class "A" feature pictures over either a three- or a five-year period, and that no American company shall have more than 15 bookings annually. In the bookings of American pictures by the three British circuits there shall be no discrimination against any American company on the basis of seasons, holidays, or other related factors. The American "A" pictures shall be the standard for such bookings. In event of disagreement the matter shall be submitted to arbitration.

This arrangement shall be approved in advance by the Board of Trade.

(3) That the BFPA work for increased dollar remittances to the United States at the expiration of the Wilson-Johnston agreement in June, 1950.

(4) That the BFPA work for a liberalized policy in the uses of the unremittable sterling balances of U. S. companies in Great Britiain.

(5) That the American and British film industries cooperate on a joint advertising program to stimulate motion picture attendance in the United Kingdom.

(6) That the British and American film industries cooperate on a joint advertising program to stimulate motion picture attendance in other portions of the world.

(7) That the British and American film industries cooperate on an ioint advertising program to stimulate motion picture attendance in other portions of the world.

(7) That the British and American film industries cooperate on the exchange of technical skills and technical information for the Improvement of production skills and technical information for the Improvement of production skills and technical information for the Improvement of production skills and technical information for the Improvement of production skills and technical information for the Improvement of production skills and technical information for the Improvement of production skills and technical information for the Improvem

It was further suggested as a quid pro quo for the above:

was further suggested as a quid pro quo for the above:

That the American film companies eliminate the unit playing program in Great Britain as soon as practicable.

That the American companies guarantee a certain sum of money to the British film producers annually on an upward sliding scale. This guarantee is to be pald out of unremittable sterling. The basis for computing such guarantee should be British film earnings in America for the fiscal year ending June 1. 1949, plus one of two alternatives: 42 20% more than British gross film earnings in the United States, or (b) 331:4% more than British net remittables for the same period. period.

On the proposal for guarantee of British film earnings in the American market, the British made it known that they desired to have more accurate figures on earnings of British films in America and to consider whether they would prefer a guarantee based upon British gross film earnings or on British film net remittances.

It was the understanding of the American members that the British agreed to all of the American proposals except numbers (1) and (2) under general heading A. With respect to number (1) the British wished to discuss this with their government before making a commitment. With respect to number (2), the British were to discuss this matter with their government.

It was generally agreed that the British and American industries would in the future cooperate on mutual problems; that another meeting would be held in America within 30 days to work on the details of our understandings; and that a still later meeting would be held in Britain about the first of August for finalization and announcement. It was further understood that any agreements by members of the Joint-Angio-American Film Council are subject to ratification by their respective organizations after consultation with legal counsel.

Eric Johnston.

N. Y. to L. A.

N. Y. to L. A.
Adrian
Rupert Allen
Vera Ellen
Clark Gable
Betty Garrett
Janet Gaynor
James R. Grainger
Arnold Grant
Van Heflin
John Huston
G. W. (Johnny) Johnstone
Gene Keliy
Gilbert Kurland
Abe Lastfogel
Ann Miller
Jules Munshin
Gabriel Pascal
Brock Pemberton Gabriel Pascal
Brock Pemberton
Buddy Pepper
Howard Reinheimer
Frank Sinatra
Jule Styne
Margaret Whiting
Ira Wit William Wyler

L. A. to N. Y.

Polan Banks Polan Banks
Anthony Bartley
Barney Bernard
Irving Brecher
Robert Cummings
George Dembow
Lee Elroy
Joan Fontaine
Emery Huse
John Joseph
Deborah Kerr Deborah Kerr Edward Ludwig Edward Ludwig
Noei Madison
Trudy Marshall
Raymond Massey
Nina Mae McKinney
Dennis Morgan
Paul Nathan
Anna Neagle
Lilli Palmer
Rickard K. Polimer
Phil Raffin Phil Raffin Morris Sanders Eddie Sherman John Sutherland Janet Thomas Walter Wanger Herbert Wilcox

Kurland and Allen Back From U's Rome Location

Gilbert Kurland, Universal pro duction exec, and Rupert Allen, who is on special assignment with the company, planed to the Coast from New York yesterday Tuesday) after arriving from Italy the previous day. They had been abroad for two months arranging

abroad for two months arranging permits and locations for "Paradise Lost, 1949," which Robert Buckner will produce for U. Alien, until the start of this year, was aide to Frank McCarthy, then the Motion Picture Assn. of America's Continental rep. His post with U is a temporary one, in which the studio is using his foreign experience to smooth the way in Haly.

N. Y. to Europe

Barbara Clarke Bob Considine Richard de Rochemont Vernon Duke vernon Duke
Rosamond Gilder
John Haskell
Philip Hope-Wallace
Johnny Hyde
Louis A. Lotito
Leslie Macdonnell
Fugene Ormandon Leslie Macdonnell Eugene Ormandy Louella O. Parsons Erich Marla Remarque Sylvie St. Clair Gradwell L. Sears Abbey Simon Arturo Toscanini Clifton Webb Robert Whitehead

STILL HERE

Henry Morgan

ASK PROBE OF ANGLO-U.S. PACT

Selznick's 2d from Korda for U.S. Distrib; 4 Others Still to Come AGAINST NEW PLAN

Seiznick Releasing Organization has purchased American distribution rights to "The Case of Lady Brooke." Myrna Loy-starrer, which was recently made in England and Italy by Gregory Ratoff, with financing by Sir Alexander Korda. It is the first of a series of distribution deals—all the others, but one, comprising Hollywood product—which SRO expects to consummate within the next few weeks to give it a continuing supply of releases and step up the tempo of its operation.

tempo of its operation.

Sign of the new activity under distribution v.p. Sidney Deneau is the return to SRO of two of its execs who, only eight weeks ago, resigned to join Motion Picture Sales Corp., the new Neil Agnew-Charles Casanave unit. Pair who are returning to the SRO folders. charles Casanave unit. Pair who are returning to the SRO fold are J. E. Fontaine and A. J. Delcambre.

cambre.

Fontaine will headquarter in
Washington, as before, while Delcambre resumes for the company
in Dallas. He had been replaced
in Texas by Herman Beiersdorf,
who has resigned. Both Fontaine cambre resumes for the company in Dallas. He had been replaced in Texas by Herman Beiersdorf, who has resigned. Both Fontaine and Delcambre were handling the same respective territories for MPSC. Their deal with the latter provided for a guarantee against a percentage, but lack of sufficient product prevented them from making the coin they expected.

Deal for "Case of Lady Brooke"

Deal for "Case of Lady Brooke" was made for SRO by David O. Selznick with Korda when the latter was in New York recently. Title of the pic is being changed to (Continued on page 21)

Getting No Big Pix Reaction, Polacolor Shelving Its Process

Shelving Its Process
Cambridge, Mass., May 17.
The Polaroid Corp. is reported shelving its experimentation in color processing for theatrical film with the shuttering of its plant here this week. The now-closed plant turned out Polacolor, process which Paramount used for tinting a half-dozen of its animated cartions shorts. Ostensible reason for the shuttering is the fact that the plant is having labor troubles.

Polaroid had been testing the process on cartoons with the idea of ultimately expanding into liveaction films. It was reported to be closely tied to Paramount in its color experiments. It is believed a dearth of orders from other film companies hastened the plant's closing.

With Polaroid out of the nicture

With Polaroid out of the picture, at least temporarily, it is under-stood here that Par is launching into its own color experiments at the company's New York lab.

Gallic Pic's Big Payoff On 34-Week N.Y. Run

Near-record film rental for a Near-record film rental for a foreign-language picture was racked up by "Symphonie Pastorale," which recently wound up a 34-week run at the Paris theatre, N. Y. Irwin Shapiro, the distrib. collected a gross rental of \$102,000 and a net of \$76,000. Differential represents \$26,000 paid by Shapiro toward a total of \$40,000 spent on advertising.

toward a total of \$40,000 spent on advertising.

House, which opened last Sept. 13, preemed its second pic last week. "Devil In the Fleshi" ("Le Diable au Corps"), to an \$800 higher gross than the initial stanza of "Pastorale." It got \$16,560, doing five shows a day in the 570-seater at a \$1.20 top In the orch and \$1.40 loges. Heavy biz rung up by the Frenchie is in contrast to generally weak biz on Broadway currently.

Team Durante, Skelton

Hollywood, May 17.
Jimniy Durante will co-star with
Red Skelton in "The Yellow Cab
Man," which has a tentative June
starting date at Metro. Script
problems may hold back the production until autumn.
Metro is talking a loanout deal
with RKO for Durante on a onepicture deal for N. Peter Rativon's new outfit when "Yellow
Cab" is completed.

Sears Would Like Rank Pix for UA

One aspect of the current tripto England by Grad Sears, United Artists prexy, will be exploration of the possibility of UA getting some J. Arthur Rank product for distribution in the U.S. Sears, it is understood, hopes possibly to take advantage of the present confused status at Eagle Llon to bolster UA's product situation by getting some or all of the Rank plx now going to EL.
Universal has the prime U.S. contract with Rank and EL has a derivalive pact to which U has consented. U would have to give its okay to any pix going to UA, while Rank would have to give its okay to any pix going to UA, while Rank would have to prove that EL breached its long-term agreement with him before he could give pix to another company. There has been no hint of any such breach up to this time, despite resignation of EL prexy Arthur Krim and pub-ad chief Max Youngstein and the present efforts to sell the company.

Sears will meet in London with Arthur W. Keliy, exec v.p., who went over last week, and, it is (Continued on page 22)

FILMS OFF \$3.000.000 IN 1949 DIVIDENDS

IN 1949 DIVIDENDS

Washington, May 17.

Film industry dividends during the first quarter of this year were off nearly \$3,000,000 from the same period in 1948, according to figures released last week by the U. S. Department of Commerce. During January, February and March the slockholders received a total of \$10,371,000. contrasted with \$13,171,000 for the quarter last year.

Figure for January was \$2,639,000 as against \$3,72,000 in January, 1948. The February, 1949, melon came to only \$224,000, far below the \$2,025,000 for February, 1948. However, things picked up sharply in March. The dividenda agregated \$7,508,000, a little above the \$7,374,000 for March, 1948.

Commerce Department gave several reasons for the decline, First, Stanley Co. of America, Warners subsidiary, reported no February dividend this year. This may be reported later, as it was last year. In addition, Republic omitted its March dividend this year and WB. Universal and Paramount all paid their stockholders a little less than last year.

According to the Commerce De-

last year.
According to the Commerce Department the publicly reported dividends in a business generally represent about 60 to 65% of all dividends paid out.

20th Testing New

Whole legal foundation of the Motion Picture Export Assn. may be in for a searching o.o. by Governmental and Congressional investigators as result of the bitter opposition by the Society of Independent Motion Picture Producers to the recent Anglo-American Film Council proposals for a deal between the American and British Industries.

industries.

SIMPP took its initial step in formally attacking the proposed agreement and the MPEA, through formally attacking the proposed agreement and the MPEA, through which the pact would become effective, in a squawk filed last Friday (13) with the Attorney General. That is expected to be followed shortly by a request to Chairman Wright Patman for an inquiry by his House Small Business Committee. Federal Trade Commission and Dept. of State may be handed complaints by SIMPP later.

The Washington agreement is still being considered by the majors, acting jointly as members of the MPEA. Latter is a cooperative organized under the Webb-Pomerene act, which permits U. S. firms to act in concert in handling foreign trade. It relieves them of the threat of prosecution for the type of joint action abroad which would be in violation of anti-trust laws in the U. S. It was designed to out American companies on ween

be in violation of anti-trust laws in the U. S. It was designed to put American companies on even (Continued on page 14)

Yanks Regard Italy's Film Subsidy Program As Benevolent Move

Rome, May 17.

Rome, May 17.
While American majors and indies battle over subsidization of production in Britain out of frozen money, the Italian parliament is expected to okay this week an arrangement for subsidizing filmmaking here with the blocked lire of Yank firms. Bill which the legislators will consider was drawn up with the agreement of the U. S. Industry, represented here by Gerald Mayer, Continental chief for the Motion Picture Assn. of America.

ica.

Measure provides that 2,500,000 lire (about \$4,000) will be put on deposit by American companies in a loan fund for domestle producers for each pic dubbed from English Into Italian. Yanks agreed to the plan as a compromise for a straight dubbing tax which was being considered. ing considered.

SIMPP BITTERLY Fog Shrouds New Film Proposals As Cold Blast from Britain Meets **Hot Opposition from H'wood Distribs**

Noblesse Oblige Act

London, May 17. British exhibs and producers have reached a tacit agree-ment that they will not call each other names in public

each other names in public any more.

Accord was indicated at a session of the Cinematograph Exhibitors Assn. last week when Sir Alex King, of the CEA, said he had been a guest of J. Arthur Rank, of the British Film Producers Assn., the previous night, and he was anticipating that there'd be nothing but circumspect politieness in statements issued in the future by either association concerning the other. They've been at hammers and tongs over the quota.

the Britisher's pix in the U.S. With the new split, there are now 33 Rank films either in EL's bins or currently in release.

U, on its part, has a lesser number because terms of the two companies' distrib deal with Rank permits EL to snap up the Britisher's films if U turns them down for general release. As such, EL has first call on these pix before U can allocate them to its Prestige Pictures unit specializing in arthures. tures unit, specializing in arthouse distribution.

Measure provides that 2,500,000 re (about \$4,000) will be put on eposit by American companies in loan fund for domestle producers or each pic dubbed from English to Italian. Yanks agreed to the lan as a compromise for a traight dubbing tax which was beg considered.

Advantages of the present bill re that a certificate will be is: (Continued on page 20)

Indications from both sides of the Atlantic this week were that so much opposition has arisen to the recent Auglo-American Film Council proposals that there will so much opposition has arised to the recent Anglo-American Film Council proposals that there will be drastic changes in them before they get final approval—if they ever do. In any event, American company prexies and foreign chiefa indicated at a New York session last Friday (13) that they want a lot more discussion and understanding of the complicated issues involved before they'll even consider voting on them.

At the same time, the Americans were somewhat mystified by what seemed like the British backing out of the agreement before it was

were somewhat mystified by what anticipating that there'd be anticipating the agreement before it was even made. This was based on statements from England by Stiffen Berlish Films

They've been at hammers and to me Berlish Films

Under a new split of J. Arthur Rank's product put through while the British filmmaker was here on his recent visit, Eagle Llon now has probably the largest inventory of British films ever held by one Yank distrib. The division handed EL another eight of Rank's features and allocated an equal number to Universal, EL's codistrib of the Britisher's pix In the U. S. With the new split, there are now 200 method to the produce agreement hefore it was even made. This was based on the agreement before it was even made. This was based on the agreement before it was even made. This was based on the before it was even made. This was based on the agreement before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This was based on the before it was even made. This deven made. This deven ma

Eastern Par Execs West On Overall Powwow: Youngstein's Setup

Paramount's new first teams pieced together by prez Baney Balaban will work out its signale at a suddenly convoked series of meetings on the Coast next week. Planing to Hollywood over the weekend will be Balaban and his new national ad-pub director Max Youngstein. There, the duo will frame the strategy for the impending Paramount splitup with Adolph Zukor, board chairman; Henry Ginsberg, production veepee; Alfred W. Schwalberg, sales chief; Norman Siegel, studio publicity manager; Russell Holman, eastern studio rep, and a group of sales studio rep, and a group of sales

Under present plans, Young-stein and Balaban will atlend the two-day regional sales huddles to Los Angeles on Monday (23) and Tuesday. Once these are out of the way, all exec toppers go Inla-the strategy meets in which the new Schwalberg-Youngstein-Siegel parley gets its first tryout. Youngstein has already declared (Continued on page, 14)

Col, 20th and U Picking Up Its Own Pfd. Stock

Up Its Uwn Ftd. Mock
Trio of film companies shoved
along their drive to retire outstanding preferred and special
stock Issues during the past 30
days by picking up the stock on
the open market. Columbia bought
500 shares of cumulative preferred
during the stretch to bring Its
total of acquired shares to 1,300.
Twentieth-Fox acquired another
700 shares of cumulative, convertible preferred and now holds 30,500 shares in its treasury which
it can retire.

500 shares in its treasury which it can retire.

Universal moved in for 220 more shares of its limited issue of cumulative preferred. U currently holds 2,120 shares. Biggest operation was that of Paramount in huying up its own common stock Parculled another 26,754 shares of common during the 30-day period and now holds a grandslam total of 920,587 shares.

Rank's U.S. Affiliates May Exercise Recoupment Moves on 'Hamlet,' 'Shoes'

The American boxoffice earnings of "Hamlet," "Red Shoes" and a flock of important British pix imports, figured to add another \$3,500,000 this year to the \$17,000,000 which Yank distribs can extract in dollars from Britain, may be whittled to an insignificant figure under developments now shaping. A series of special deals between American distribs handling the British product and their Anglo associates are taking the most important British film earners here out of the total to be computed.

The developments are affecting

Eastman Tint Process

Pastorale." It got \$16,560, doing five shows a day in the 570-seater at \$1.20 top in the orch and \$1.40 logs. Heavy biz rung up by the Frenchie is in contrast to generally weak biz on Broadway currently.

Houser as Evelove Aide

Hollywood, May 17.

Mery Houser has been named as sistant publicity director to Ales Evelove at Warners.

He replaces Bill Rice, resigned.

if a deal put through between Eagle Lion, pic's U. S. distrib, and J. Arthur Rank, its British producer, gets the sanction of the Bank of England. Under the provisions of this arrangement, E.L. is guaranteeing Rank a minimum in the nelghborhood of \$1,000,000 in U. S. earnings of "Shoes" in return for a somewhat similar guarantee from Rank on EL's "Tulsa." Means Cutting Anglo-U. S. Pool In effect, the exchange of guarantees is equivalent to recoupment of the earnings of one film against the other. Hence, no money passes

the other. Hence, no money passes hands until one or both film's go above the minimum figure. On that basis, few if any dollars from "Shoes" will land in the British pool as remittable coin intended for Bank pool as a for Rank.

for Rank.

Reportedly, "Hamlet" and a number of other British films distributed in the U. S. by Universal will also escape the pool. Under its longterm contract with Rank, U has the right to set up similar recoupnient arrangements with the British producer. This is possible (Continued on page 21)

There's No Business

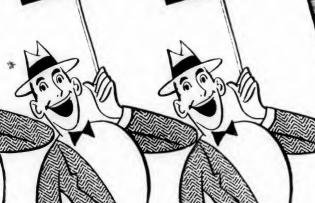
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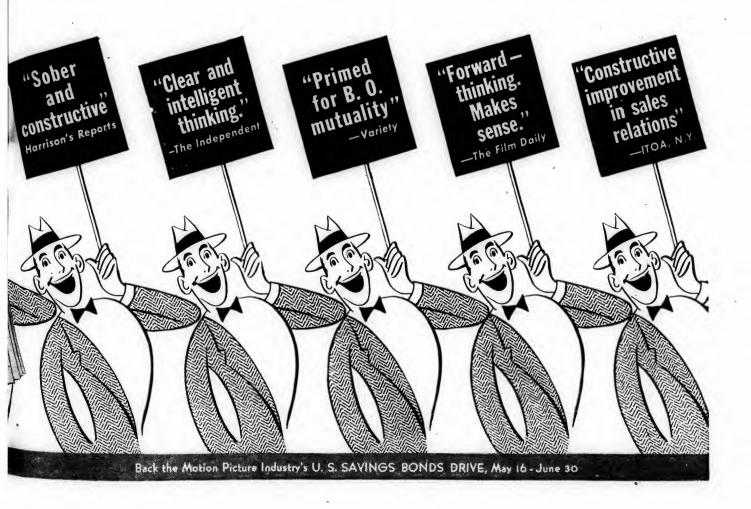
based upon the results of

a recent nationwide

survey



THE BEAUTIFUL BLONDE FROM BASHFUL BEND IT HAPPENS EVERY SPRING · MR. BELVEDERE GOES TO COLLEGE · THE FORBIDDEN STREET THE FAN · CANADIAN PACIFIC · MOTHER IS A FRESHMAN · A LETTER TO THREE WIVES · THE SNAKE PIT · DOWN TO THE SEA IN SHIPS YELLOW SKY · WHEN MY BABY SMILES AT ME



Neptune's Daughter (SONGS-COLOR

(SONGS-COLOR)

Metro release of Jack Cummings production. Stars Eather Williams. Red Skethon: features Ricardo Montalban. Betty Garrett, Keenan Wynn. Xavier Cugat or, testing the Stars of the Stars of

"Neptune's Daughter" is a neat concoction of breezy, light entertainment. It combines comedy, songs and dances into an amusing froth that should fare well at the summer boxoffice. Name lineup is strong, there's plenty of eye appeal in the use of color and shapely femmes, and the musical portions listen well.

Star sparkplugs for the Dorothy

femmes, and the musical portions listen well.

Star sparkplugs for the Dorothy Kingsley script are Esther Williams and Red Skelton. Miss Williams bathing beauty and Skelton's comedy make for a pleasing combination that does much to get over the pleasant, but fluffy, story. Able assist in the laugh lineup comes from Betty Garrett, while Ricardo Montaiban and Keenan Wynn make their presences felt.

Top tune of the Frank Loesser score is already a pop hit, "Baby, It's Cold Outside," dueted by Miss Williams and Montaiban, and, for comedy, by Skelton and Miss Garrett. "I—Love Those Men" also gets a Garrett workout in a combo singing-dancing number with Skelton and Navier Cugat's orchestra. Same combo delivery is used for the ballad, "My Heart Beats Faster" by Miss Williams and Montaiban.

Story thread holding the antics. Faster Montalban.

Montalban.
Story thread holding the antics together concerns itself with a bathing suit designer-manufacturer-model, Miss Williams; her business partner, Wynn; her dumbdora sister. Miss Garrett; and bathing suit designer-manufacturer-model. Miss Williams; her
business partner. Wynn; her dumbdora sister. Miss Garrett; and
Skelton, a massuer for a polo chib.
Ingredients are mixed well for
straight romantic teaming of Montalban, Latin polo star, and Miss
Williams, and for the more comedic
amours of Skelton-Garrett. It's all
just a trifle, but perfectly adequate framework upon which to
hang the fun and music.
Edward Buzzell's direction realizes ably on the comedy values.
treating them with a free and casy
hand that make for plenty of
broadness, but also for plenty of
chuckles. Two standout laugh
sequences are Miss Garrett's coaxing of Skelton in their "Cold Outside" number, and the comic's
hilarious tomfoolery while trying
to mount a horse to participate,
reluctantly, in a polo mafch.
Film includes a number of beautifully staged water sequences that
have Miss Williams and other
carefully-chosen femmes displaying pulchritude and high-style
bathing suits. These climax in the
finale water ballet number. In
which Montalban takes part, Added
musical emphasis comes from two
harp Cugat staglings, particularly

maie water ballet number, in maie water ballet number, in which Montaiban takes part. Added musical emphasis comes from two sharp Cugat stagings, particularly a conga number that makes exciting use of lights and photography to appeal to the senses. Production has been given an elegant mounting by Jack Commings with beautiful color lensing by Charles Rosher to correctly display the settings and the cast. Georgie Stoll's musical direction ably realizes on the Loesser tunes. Final reel of the picture bears evidence of being boldly scissored, probably in the interest of holding running time to 92 minutes, reaulting in choppy sequences, but etherwise editing is smooth.

Colorado Territory

Hollywood, May 17.
Warner Bros, release of Anthon Veiller
production. Scars Joed McCree. Virginis
Bayo, Dorothy Malone: features Henri Bull, John Archer, James Mitchell, Morjis Ankrum, Basil Ruysdierl, Frank Pus-lia, Ian Wolfe, Harry Woods, Honselev Bevenson. Directed by Raoul Walsh, North: camera, Stynia and Edmund II North: camera, Stynia and Edmund II Marks, Tradeshown May 17, 48 Ronning Ime. 84 MINS.

Joel McCres
Virginia Mayn
Dorothy Malone
Henry Hull
John Archer
James Mitchell
Morris Ankrum
Basil Ruysdeel
Frank Poglia
lan Wolfe
Harry Woods
useles Stevenson
Victor Killan
Oliver Blake

"Colorado Territory" is the third in Warners' outdoor cycle that will be hitting the market shortly. It can be expected to shape up to average business possibilities. The Joel McCrea name is a good one for helping its chances in the play-offs outside the de luxe sturitions, the production takes full advan-

Miniature Reviews

"Neptune's Daughter" (Songs-Color) (MG). Nifty summer entertalnment with Esther Williams, Red Skelton and others to spark b.o. "Colorado Territory" (WB) Western about early-day out-

Western about early-day out-laws.
"The Gay Amigo" (UA). An-other in Cisco Kid series: good dualer.
"Reign of Terror" (EL). Costume meller about French Revolution for action market.
"Law of the Golden West" (Rep). Monte Hale western good fare for the oater market.
"Frontier Investigato" (Rep). Good Allan "Rocky" Lane oater; sturdy action and chases.

chases.

"For Them That Trespass"
(ABP). British made prison
yarn of moderate appeal.

"Passport to Pimlico" (GFD).

Amusing British war comedy; good supporting attraction. "The Last Days of Dolwyn" The

(BL) British-made drama Welsh village; for art house

"Peddlin' In Society" (Lux). Anna Magnani in an ordinary Italian import.

tage of the outdoor locales, and the direction keeps it moving consistently towards the rather grim finale.

Plot is more than just the usual western about early-day outlaws, their deeds and their molls, thus permitting some good characterizations to dress up the gun drama. McCrea is perfectly at home in the saddle and lends an authority to his portrayal of outlaw Wes McQueen who has gone too far down the crime path to turn back. On the distaff side. Virginia Mayo comes through with a strong delivery of the dancehall girl who goes down in a blaze of posse guns with McCrea at the picture's conclusion.

John Twist and Edmund H.

clusion.

John Twist and Edmund H.

North have given their script good dialog and an air of pending excitement that aids the payoff.

Raoul Walsh's direction knows what to do with the situations and builds them logically and with a good deal of punch.

builds them logically and with a good deal of punch.

Characters of McCrea and Miss Mayo are sympathetic but not soft. Added interest in Miss Mayo's appearance is the way the lensing by Sid Hickox takes [full advantage of her natural charms. Camera also is a big factor in presenting the rugged scenic beauty of the picture's western locale. Dorothy Malone, a girl who temporarily interests McCrea; Henry Hull, her farming father; James Mitchell and John Archer, outlaws; Morris Ankrum, marshal, and Ian Wolfe, an Informer, are among others delivering competently.

Anthony Veiller backs his production supervision with expert assists all down the technical line, and the editing is good. Brog.

The Gay Amigo

United Artists release of Philip N.
Krasne production Stars Durcan Renaido.
Lee Carrilloi features Armidis, Josephan Sensido.
Lee Carrilloi features Armidis, Josephan Polive Directed by Wallace Fox. Screenplay by Dnris Schroeder, based on character created by O. Henry; camera. Ernest
Miller; editor, Mariin Cohin music. Albert
Glasser. Tradeshown N. V., May 11, 49,
Running Lime, 62 WINN.

Claco			Duncan	Renaldn
Pancho	1-11		Leo	Carrillo
Rosila				Armida
Sergeant	McN	nity	loe	Sawver
Stoneham			Waller	Baldwin
Brack			Fred Kn Kennelh Ma	hler, Jr.
Captain	Lewis.		Kenneth Ma	c Donald
Corporal			George De	normand
Lieutenar	ıt		Clayton	Moore
Duke			Fre	d Crane
Old Maid			Hele	n Servis
Girl			Beve	rly lons
Driver			Bud	Osborne
Paulsen .			Si	m Film

Second in Philip N. Krasne's new series based on O. Henry's Cisco Kid characterization, "The Gay Amigo" registers as an amusoay Annyo Tegisters as an anus-ing oater that should appeal both to the Saturday matinee trade and as secondary feature on twin bills. Reputation of earlier Cisco films and Mact that the Mexican Rohin Hood is being touted on the air-

Against the Wind

"Against the Wind." British-made, being released in the U. S. by Eagle Lion, will be tradeshown in New York Friday (20). Pic was reviewed in VARIFTY from London. Feb. 25, 1948 by Cane, who thought it "will only suit for duals in Apparica".

thought it "will only suit for duals in America."

"Little fresh treatment in this story of sabotage organ-ized in London during the war." and the "lack of screen novelty in sabotage methods." were criticized in the review. Acting on the whole was con-sidered good.

waves via a transcribed saddle soaper, should add to its draw. Plot includes the standard quota of trigger action, bucking broncos and he-man haymakers, but stresses Cisco's savy headwork in outwitting a gang of bandits who masquerade as Mexicans. Cisco and his pal Pancho are mistakenly tabbed as leaders of the desperados by the U. S. Cavairy. The pair try to ferret out the real culprits, running afoul of a brawny but not very bright hoss-sergeant. Cisco romances the sarge's girl, a Latino barmaid, and uncovers some clues. After discovering the outlaws' leaders, he inveigles them into a rigged-up raid and captures the entire crew just before the troopers gallop to the scene. Pic has some neat turns, providing surprises, and laughs. Duncan Renaldo is' adequate as Cisco, but doesn't convince with his philosophical lines. Leo Carrillo plays his amiable foil passably. As the bungling sergeant. Joe Sawyer turns in a stock comic job. Armida is well cast as the sexy wench. Camera work and direction are good. The music, borrowing from south-of-the-border themes and featuring some fine guilar passages, adds Latino color. Film has been edited down to a tigh 62 minutes.

Reign of Terror

Reign of Terror

Eagle Lion release of Walter Wanger production. Stars Robert Cummings. Richard Baschart. Richard Hart. Arlene Dahl; features Arnold Moss. Directed by Anthony Mann. Screenplay, Philip Vordan. Aeneas MacKenzle: camera. John Allon: editor, Fred Allen: musical direction of the Martin Comming. Traceshown, Y. May 13. '46. May 13. Norman Lluvd
Wade Crosby
William Challee
Georgelte Windsor
Charles McGraw
Ellen Lowe
John Doucette
Frank Cnallan
Wilton Graff
Charles Gordon
Beulah Bondi ecile
Sergeant
Farmer's Wife
Farmer
Gatekeeper
Marouis de Lafayette
Duval
Grandma

"Reign of Terror" is hard action fare with an historical facade. Loosely using the events and characters of the French Revolution of 1789 as background, pic pushes aside the facts for a dering-do plume-and-sabre yarn cut along a standard meller pattern. It will do sturdily in secondary situations but average marquee values limit its prospects in the first-runs. first-runs.
Film is marred by the script's

first-runs.
Film is marred by the script's tendency, reenforced by the direction, to depict the historical personages as caricatures of evil and virtue without any realistic shadings. Richard Basehart's portraits of Robespierre, for example, is overdrawn in such fiendish style that it almost backfires into comedy. Costumes and settings, however, are firstrate and generate a period atmosphere.
Plot is concerned with an attempt of a section of the revolutionary movement to halt Robespierre's plot for a one-man digiantship. Key to the struggle is a little black book in which the names of his future guillotine victims were listed. Masquerading as a blood-thirsty Robespierreist, Robert Cummings purloins the dooms-day book and reveals its contents in time to squash the conspiracy.

dooms-day nook and reveals to dooms-day nook and reveals to contents in time to squash the conspiracy.

Cummings does well as the undercover agent who, at one point; slugs his way through an obstacle course of 12 plebian hooligans. As his political collaborator and romantic interest, Arlene Dahl registers solidly with her standout looks and shows competent thesping qualities. Among the historical characters, Jess Barker, as Saint Just, and Richard Hart, as S

Herm.

Herm.

Herm.

Hollywood. May 14.

Republic release of Melville Tucker production. Stars Monte Hale: Grace production. Stars Monte Hale: Grace Hall: Camera Hall: Camera

"Law of the Golden West" is the best Monte Hale oater to date from the Republic stable and will satisfy the juve Saturday matinee audi-ence. Film gets a lot of production

dressing from expert use of s footage culled from big-budget door features, which supply pl

Temptation Harbor

"Temptation Harbor," Brit-ish-made, just opened at the Beacon, N. Y., was reviewed in Variety from London March 5, VARIETY from London March 5, 1947. Reviewer Cane felt that pie was "well acted and well produced", but "fails to excite as it should because of its slow pace." Also noted was that its "only hope in America is in dual situations."

Yarn, which stars Robert Newton and Simone Simon, concerns liself with a railway signalman who after witnessing a murder comes into possession of \$20,000. Film is being released in the U. S. by Monogram.

gram.

of excitement in mass clashes and llale portrays Wild Bill Cody as

Hale portrays who am S. a young man and the Norman S. Hall yarn is laid in Kansas during

a young man and the Norman S. Hall yarn is laid in Kansas during the days just prior to the War Between the States. Wagon trains are being iooted of gold and supplies by a gang of supposedly Southern sympathizers. Hale comes into the picture when his train is sacked and his father is killed. With only a hotel room key as a clue, he starts out to find what's behind the robbings and killings.

Uncovered as the chief plotter is John Holland. Shakespeare-quoting lawyer who is interested only in filling his own pockets and building a western empire. Holland does a good job of the role and Roy Barcroft, leader of the Holland gang, shows up well as his principal henchman. Paul Hurst sets up some chuckles for the kiddies as Hale's bumbling hotel-keeper friend. Gail Davis comes through nicely as the romantic end of the cast.

Philip Ford directs at a fast pace

cast,
Philip Ford directs at a fast pace
and the Melville Tucker production
has done a very good blending job
of the stock footage with the newer
film lensed by Ernest Miller. Film
editor Richard L. Van Enger rates
a nod for the creditable chore.

Frontier Investigator Hollywood, May 12.

Hollywood, May 12.

Republic release of Gordon Kay production. Stars Allan "Rocky" Lane: features Eddy Waller. Roy Barcroft. Gail Davis. Rubert Emmelt Keane. Claston Brannon. Screenplay. Bob Williams: concra. Ernest Miller: editor. Arthur Roberts. Previewed May 11, '49, Running time. 60 MINS.
Allan "Rocky" Lane. Allan "Rocky" Lane. Allan "Rocky" Lane.

Allan Ricky Lane Allan Rocky Lane	
Nugget Clark Eddy Waller	
Flint Fleming Roy Barcroft	
Janel Adams Gail Davis	
Janel Adams Gail Davis Erskine Dnubleday, Robert Emmett Keane	
Scott Garnett Clayton Moore	
Ed Garnett Francis Ford	
Molly Bright Claire Whitney	Ŷ.
Kenny	1
led Tom London Milton Leffingwell George H Lloyd	
Outlaw Marshall Reed	

"Frontier Investigator" is up to the usual Allan "Rocky" Lane standard of actionful western fare. That means the Saturday matinee trade will be well satisfied.

That means the Saturday matinee trade will be well satisfied.

Script throws in an interesting twist or two: the action is fast and the results topnoteh for the market. Lane goes on a manhunt in this one to avenge the murder of his kid brother, shot down from ambush hy a riffe using a telescopic sight. Device is new to the west of the story period and furnishes the only clue for Lane's investigation.

Trail leads him to a frontier town and puts him in the middle of a fight between rival stage lines when he takes a driver job in order to have more time to search out the killer. Some accurate gunslinging, sturdy fisticuffs, fast chases dot the footage before Lane is able to round up his man and deal out western justice.

Eddy Waller and Francis Ford supply humor as rival stage line operators. Gail Davis and Clayton Moore do the minor romantic story line while expert villainy comes from Robert Emmett Keane and Roy Barcroft.

Fred C. Brannon's direction of the Gordon Kay production keeps it on the move with only a few minor diggressions from the straight action mood. Excellent

Broken Journey

Broken Journey." Britishmade, being released in the U. S. by Eagle Llon, will be tradeshown in New York tomorrow (Thurs.). Pic about the crash of an American Army Dakota in the Alps and the dramatic rescue of passengers and crew was reviewed in Vasiety from London, April 21, 1948 by Cauc. don, April 21, 1948 by Cane, who stated that it "should find its place on U. S. screens." Review cited the level of acting as, "high" with "skillful" casting and a "fine all-round cast,"

lensing by Ernest Miller and good editing by Arthur Roberts support the movement. Brog.

For Them That Trespass (BRITISII)

(BRITISH)

London, April 21.

Associated British-Pathe release of Victor Skutezky production. Features of Victor Skutenia Victor Skutezky production. Associated with the Victor Skutenia Margery Saunders; music Philip Action of Victor Skutenia Market Michael Skutezky production. April 21, '46, Euchiel Market Michael M

Obvious dramatic possibilities which emerge from the theme of wrongful imprisonment on a capital charge are exploited to secure suspense and emotion. Theme treads familiar territory, and, while it has some domestic value as quota, it lacks names and originality to a like it in the beautiful to the contract of the con nality to allow it much scope U. S.

as quota, it tacks names and originality to allow it much scope in U. S.

Opening shots establish the character of Christopher Drew, a budding writer, who decides to emerge from his sheltered shell to get authentic material for his work. In his endeavors to see the seamy side of life he becomes a witness to a murder, but rather than jeopardize his social standing, he allows an innocent man to face life imprisonment. But after serving his 15 years, the unfortunate victim finally succeeds in clearing his name after hearing a radio broadcast of a play in which Drew had used some of the original dialog of the dead woman.

Stephen Murray gives a very sincere, earnest study as the young writer, but main honors go to newcomer Richard Todd for his handling of the wrongly-convicted person. Patricia Plunkett is pleasing as the girl who waits for him, and there is a dynamic bit from Rosalyn Boulter as the happy-go-lucky girl who gets murdered. Myro.

there is a dynamic bit from Hosa-lyn Boulter as the happy-go-lucky girl who gets murdered. Myro.

Passport to Pimlico

Passport to Pimilico
(BRITISH)

London, April 26.

GFD release of Ealing Studio-Michel
Balcon production. Stars Stanley Holloway.
Hermione Baddeley. Margaret
Rutherford, Paul Dupuis, Directed by
Henry Cornellus. Sereenplay. T. E. B.
Sereenplay. T. E. B.
Sereenplay. T. E. B.
Henry Cornellus. Sereenplay. T. E. B.
Sereenplay. T. E. B.
Henry Cornellus. Sereenplay. T. E.
Sereenplay. T. E. B.
Stanley Holloway
Arthur Pemberton . Stanley Holloway
Connie Pemberton . Betty Waren
Shirley Pemberton . Betty Waren
Shirley Pemberton . Barbara Murray
Frank Huggins . John Slater
Mally . John Slater
Mally . John Slater
Milly . John Slater
Milly . Raymond Huntle
P. C. Spiller . Philip Stainton
Mr. Wix . Raymond Huntle
P. C. Spiller . Philip Stainton
Margaret Rutherford

Sustained, lightweight comedy

Sustained, lightweight comedy scoring a continual succession of laughs, "Passport to Pimilico" is one of the most successful, If unpretentious, subjects to come from a British studio for some time. It is a sure winner for native audiences and, although hampered by lack of star names, may fit in as lower half of U. S. dual.

Story abounds' with originality and describes what happens when a wartime unexploded bomb in a London street goes off and reveals ancient documents and treasure which make the territory part of the duchy of Burgundy. Ration cards are joyfully torn up and customs barriers are put up by British. British.

British.

The theme is related with a genuine sense of sairre and clean, honest humor. The principal characters of the independent state of Burgundy are in the hands of experienced players with Stanley Holloway leading the new Government, Raymond Huntley the bank manager turned Chancellor of the Exchequer, Hermione Baddeley as the shopkeeper and Sydney Taffer as the local bookmaker. Myro.

The Last Days of Dolwyn (BRITISH)

(BRITISH)
London, April 20.
Brilish Lion release of London Fine
(Anatole de Grunwald production), lier
(April 19, 49, Running time 83 MINS,
Merri
Gareta (Anatole de Grunwald Production)
(April 19, 49, Running time 83 MINS,
Merri
Gareta (Anatole de Grunwald Production)
(April 19, 49, Running time 83 MINS,
Merri
Gareta (Anatole de Grunwald Production)
(April 19, 49, Running time 83 MINS,
Merri
Gareta (Anatole de Grunwald Production)
(April 19, 49, Running time 84, Running time Merri
Gareth
Defydd
Rob
Lord Lancashire
Lady Dolwyn
Margaret
The Minister
Caradoc

"The Last Days of Dolwyn" is a sincere attempt to tell simply and movingly a story of the ordinary tolk of a tiny Welsh village Written and directed by Endyn Williams, who is also starred it is a production without romance or glamor, and although the frequent

(Continued on page 20)

8 MAJORS' 125 PIX BACKLOG

'Life' Has No \$64 Answers

After taking down a million or more words of stenotyped "testl-

After taking down a million or more words of stenotyped "testimony" from all varieties of experts, sending writer Eric Hodgins and a crew over a route of thousands of miles and spending \$20,000 or better on four "panels," Life mag stiil doesn't seem to have discovered "What's With the Movies?". Latter is the label on the first article, appearing in the current issue, of several resulting from round table discussions sponsored by the publication. Last of these sessions was held in Hollywood over the weekend.

Invited to give their views were critics, scholars, exhibitors and consumers in discussions in New York, Chicago and Bryan, O., prior to the Coast event. Net result of the gobs of gab, as highly condensed by Hodgins, was surprisingly little that was either startling or pungent. Hodgins discovered that "Everybody loves the movies" which includes the right to lambast them. Even the New York critics, whom Life might have expected to rip at Hollywood, were highly defensive of their favorite art. A review of the entire transcript of the session, rather than just the six paragraphs in Life, discloses their critiques as being comparatively mild and general. There was a strong underlying sentiment that "Life isn't going to get away with saying nasty things about the movies—because we love 'em." The only real bitterness displayed was not aimed at Hollywood, but at the censorship and pressure groups which force their opinions on the filmmakers. Condescension by Hollywood to these groups was viewed with considerable understanding and sympathy.

Life found that there were about as many different viewpoints on the industry as there were people 133 at the round tables and that few of the participants had anything to say that was fresh or that couldn't be answered with a large "So what?" Nevertheless, Hodgins did distill a conclusion that many industry exces have known and considered for a long time, particularly in the past few years. That is that every film can't be all things to all men and that linked of trying to mak

Arrowhead Parley

Arrowhead Parley

Hollywood, May 17.

Most of the flock of Hollywoodites who were invited by Life mag to participate in its roundtable here over the weekend went into the Arrowhead Springs session loaded for bear. They had the suspicion, shared by most of the industry, that this might be like other similar mag deals where the writers refused to let facts or statements sway them from preconceived notions. As a result, the Hollywood folk hit hard to put the Industry's shiniest foot forward. Among those who attended were Dore Schary, Jerry Wald, John Huston, Robert Rosson, Hal Wallis, N. Peter Rathvon, Claire Trevor, Martha Scott, Robert Young and Joseph Mankiewicz.

Exhibs (Even Harry Brandt) Okay 20th's Plan—If It Works as Set Up

Indie exhibitors throughout the country voiced tentative approval of the new 20th-Fox sales policy his week—but with a determined 'wait-and-see" attitude. If the plan wait-and-see" attitude. If the plan works out in actual practice as outlined last week by 20th prez Spyros P. Skouras, then the exhibs say they are for it. If, on the other hand, they find 20th does not follow through when they start negotiating for product, they claim they'll be back with more complaints.

plaints.

Pattern of exhib reaction was set jast Thursday (12) at the long-awaited meeting between 20th execs and Harry Brandt's Independent Theatre Owners Assn., the organization which had led the sniping when 20th first announced Its intention of seeking increased rentals. In an open-forum discussion at the Hotel Astor, N. Y., the general reaction was submitted by Indie exhib Fred Schwartz. Following clarification of some specific points by 20th sales veepee claring charincation of some spe-cific points by 20th sales veepee Andy W. Smith, Jr., Schwartz de-clared that just because he re-(Continued on page 22)

RKO Plans Reissuing Astaire-Rogers, Others

Enthused over the success of "Last Days of Pompell"-"She," combo of oldies, and Initial business bring done by "Pride of Yankees," RKO has framed four reissue couplets for distribution this summer. One package has two

Jourdan in 'Red'

Hollywood, May 17.
Wolfgang Reinhardt signed
Louis Jourdan as a male star and
fred Zinneman as director for his
forthcoming Indie film, "Red and
Black."

Picture, an adaptation of the Stendahl novel, is slated for late summer filming, with no release outlet to date.

U Execs Probe New Prod. Slate

Hollywood, May 17.

Universal's new production policy, first set by the company in huddles last fall, is undergoing a complete reexamination in a series of important studio confabs now taking place. Participating in the meetings are Nate J. Blumberg, William Goetz, Leo Spitz and David A. Lipton. The huddles will spill over to next week when William A. Scully, U's distribution veepee, joins the talks. Scully is scheduled to arrive Monday (23) from New York.

Examination of U's current production lineup Is now possible in the light of gross rentals from recently released pix made since the revamping of policy took place last year. Analysis of these figures is being made as against cost of the (Continued on page 18)

NOT 'EATING UP'

In face of dire predictions that the faster playoff of first-run product is eating up product at a rate which majors cannot replace, the eight big film companies have built up their backlog to a point only reached once in the heyday of 1946. The celiuloid stacked on the shelves now totals 125 unreleased but completed pix, a heavy addition compared to the 91 features in the majors' hands just a year ago. Surprisingly, the big inventory was accumulated in a 12-month period which featured extensive shuttering of studios.

At its maximum, in October of

tensive shuttering of studios.
At its maximum, in October of
'46, the companies had 129 films
stacked away for release. This
backlog had been amassed slowly
over the war years and given an
impetus by the unprecedently long
runs in the boom 1946 era.
Whitting process thereafter followed until a few months ago.
Pileup of backlog is expected to
mount over the next quarter-year
as accelerated production in Holly
wood really gets going. Para-

i really gets going. Para-nt, Warner Bros., Universal 20th-Fox aiready have a (Continued on page 21)

20th's Smith On Sliding-Scale Sales Policy

Twentieth - Fox sales veepee Arrdy W. Smith, Jr., explaining the company's new sliding-scaie poincy this week, declared that exhibitors will not be guaranteed a profit when buying films in that way. By negotiating each scale individually with various theatres, he said, 20th will endeavor to work out the most equitable deal for both exhibs and the company but he intimated the theatre ops would have to cooperate.

For example, he pointed out, a

he intimated the theatre ops would have to cooperate.

For example, he pointed out, a theatre may be saddled with a lease which calls for the exhib to pay far more rent than he can afford. Such an exhib, Smith said, worked out his own lease and will have to carry the load of that rent himself. Twentleth cannot be expected to heip him share the burden by giving him a lower scale if he can't operate his theatre the way it should be operated. But, Smith averred, by using the theatre's operating expenses, when properly certified, as a base on which to establish a scale, 20th will know what it is up against in each individual situation and will try as far as possible to set up the best deal for the exhibitor and 20th. Illustrating the way such a scale might work is one worked out by an indie exhib with several of the major companies. Theatre has a weekly operating cost of \$600. Scale calls for him to pay 30% rental on a boxoffice gross of \$1.000, with the rental starting from the first doilar. Thus, at the base figure, the exhib would pay \$300 (Continued on page 14)

Joe Vogel Names Aides In N.Y. Fund Campaign

in M.1. Fund Campaign

Analysis of these figures is succeptly for distribution this same combining two Tarzans—"Tarzans wille another is combining two Tarzans—"Tarzans" being made as against cost of the foreign ready for early reissue. Manila Roxy Preem

Manila Roxy Preen

Manila Roxy Preem

Manil

FASTER PLAYOFFS 20th Drops Philly Sub-Keys from Bid Sales in Revision of Clearance Plan

Goldwyn Readies Two

Hollywood, May 17.
Samuel Goldwyn returned from New York and went to work on two films slated to go into production within the next 30 days. First is "My Foolish Heart," cdsarring Dana Andrews and Susan Hayward, with Mark Robson directing. Second is "Beloved Over All," with Farley Granger and Joan Evans in top roles but no director appointed to date.

Majors Going In For Much Ballyhoo

Major film companies are cur-rently stepping up their ballyhoo and exploitation on new product to the highest point since before to the highest point since before the war, returning at a steadily-mounting pitch to what they describe as "oidtime showmanship." Behind the increased ballyhoo is naturally the drive to boost biz and corral the large number of non-regular filmgoers, but it is also believed to reflect the general confidence among the majors that their upcoming product is among the best in years. Thus, they believe, it merits the drive for new biz.

the best in years. Thus, they believe, it merits the drive for new biz.

Pacing the ballyhooers is 20th-Fox's latest stunt—a nationwlde search for the country's most beautiful blonde to plug its upcoming "Beautiful Blonde From Bashful Bend"—with a comparatively new stunt borrowed from radio, the glant giveaway. Company is offering a complete woman's wardrobe, designed by some of the leading fashion experts, in addition to a grand prize of an all-expense paid air trip and a week's vacation in Havana. to the finalist in the contest. Winner is to be selected from 16 finalists on the Roxy (N. Y.) stage June 2.

Twentieth has also tied up with Lever Bros. on a series of fullpage ads in 12 publications as a joint plug for the forthcoming "Slattery's Hurricane" and for Lux Soap. Linda Darnell is the soap endorse. In addition, 20th has set a deal with Farrar-Straus for a novel based on "It Happens Every Spring." Company is aunched its campaign on "Spring" last Thurs- (Continued on page 18)

FROZEN COIN AND 20% TAX BEFORE CONGRESS

Washington, May 17. Film industry is directly affected by two joint resolutions from state legislatures petitioning Congress to move on two fronts. California legislature filed a piea yesterday (Tues.), asking both the President and Congress to get the U.S. State Dept working on frozen by remit

Tues.), asking both the President and Congress to get the U.S. State Dept. working on frozen pix remittances. Another resolution Introduced in the Senate yesterday by the Tennessee delegation seeks a lifting of the Federal 20% admission bite.

Callfornia plea asks action by the U.S. diplomatic corps "to secure release by foreign countries of frozen assets belonging to the American film industry or to so alter the basis upon which assets are presently released by foreign countries as to minimize the present disruption of domestic film industry economy."

In its resolution, the Coast solons recite that foreign production by Yank companies has reached the point where the industry has thrown many out of work. It also noted that unemployment benefits were running out and that the economy of California and other states is being adversely affected.

Tennessee declaration demands for the salmission of the admission of

Philadelphia, May 17.

In a sharp revision of its announced original plan, 20th-Fox has dropped the sub-keys from the bidding lists. Howard Minsky, mid-Eastern division sales manager, who was moved to Philly in 20th's realignment of its sales setup, had made the change because he considered it "impractical."

Minsky sald that when he set up the zoning-clearance plan for the key runs in Philadelphia, 18 out of the 19 designated zones snapped it up. He had started to frame a letter to the sub-keys intending to work out the plan with them but immediately saw that getting the small indies to bid here was out of the question.

Sidney Samuelson, general manager of Allied Independent Theatre Owners of Eastern Pennsylvania, blasted the Fox plan at a meeting last week, but Minsky discounted the Allied attacks. "Allied had no more to do with changing our plan than they had to do with starting it," Minsky, declared. "There will be other bugs and we will meet them as they come up."

Minsky is a veteran of the 20th sales project and started the plan in Cleveland. Fox has had its eye on Philly since its hassle here in 1934, when the company had to gauge it from locations, the call-bre of the neighboritood, the density of population," Minsky said. "We saw there would be bugs in the plan and we mean to correct them as we go along. One mistake, for instance, became immediately (Continued on page 22)

TELEFILM PLEADS TO AFFIRM 300G AWARD

AFFIRM 30UG AWAKD Washington, May 17.

Telefilm, Inc. today (Tues) filed a brief in the U.S. Supreme Court asking for affirmation of a \$300,000 verdict against Harry M. Warner, president of Warner Bros, and six other defendants. Telefilm is appealing on technical grounds from an order of a Callfornia judge of the Superlor Court which set aside the \$300,000 verdict and directed a new trial.

Judges decision followed the death of the trial judge. Telefilm claims the new magistrate lacked the knowledge or power to order a new trial. Case was heard on the Coast last year.

Feels 'Guinea Pig' Was

Just That; Another Try

Filippo Del Giudice has with-awn his British-made "Guinea Filippo Del Giudice has withdrawn his British-made "Guinea Plg" from release, following a two-week run at the Little Carnegie, N. Y., in the hope that a full-scale pub-ad campaign in the fall will tee the pic off with greater strength. Producer feels that the film was hurt by being forced into its U. S. preem three weeks before schedule by the unexpected flop of the British-made "Miranda" at the house.

house.
"Pig" was stated to open May 21 "Pig" was stated to open May 21, and instead went in on April 30, according to the producer. Result was that he himself arrived too late to take advantage of radio and TV publicity spots that had been set up, stills hadn't arrived and there was no time to get operating a schools ticket scheme that was planned. He now hopes to start over at another Broadway house in September.

M-G-M's HANDY GUIDE for SHOWMEN!



10

FRIENDS GALORE when you play M.G.M's Technicolor "LITTLE WOMEN" beloved by all! June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh. Big promotion! Big business!



YOUR WISH COMES TRUE!
M.G.M's "BARKLEYS OF BROADWAY"
another Technicolor musical in "Easter
Parade" class, re-unites Fred Astaire and
Ginger Rogers with tremendous publicity.
Plus Oscar Levant. Great at State, N. Y.



MONEY IN THE BANK!
M.G.M's "TAKE ME OUT TO THE BALL
GAME" spreads Technicolor happiness from
Coast to Coast with gayety, singing, romancing by Frank Sinatra, Esther Williams, Gene
Kelly, Betty Garrett, Jules Munshin.



RINGS THE BELL!
M.G.M's "MADAME BOVARY" is the talk
of the Coast! Audiences say: "Daring, gorgeous, romantic, thrilling." Jennifer Jones,
James Mason, Van Heflin, Louis Jourdan.



FULL HOUSE when you book M-G-M's "ANY NUMBER CAN PLAY" which Coast preview audiences say is "Best Gable picture in years." Co-stars Alexis Smith. Plus Wendell Corey, Audrey Totter.



REMEMBER THE PROPHECY!
M-G-M's "EDWARD, MY SON," the No. 1
Broadway dramatic stage hit is even greater
on the screen. Spencer Tracy, Deborah Kerr.
"Gleaming gem," says Boxoffice.



A TREASURE!
M.G.M's "GREAT SINNER." Big Picture!
Big Cast! Gregory Peck, Ava Gardner, Melvyn
Douglas, Walter Huston, Ethel Barrymore,
Frank Morgan.



C'MON IN! THE PICTURE'S FINE! M-G-M's "NEPTUNE'S DAUGHTER," Queen of Technicolor Musicals. Esther Williams, Red Skelton, Ricardo Montalban, Betty Garrett, Keenan Wynn, Xavier Cugat.



BOX-OFFICE MUSIC!
M-G-M's "IN THE GOOD OLD SUMMER
TIME" is compared to "Meet Me in St. Louis"
at previews, it's 'that good! Judy Garland, Van
Johnson. Technicolor! Songs!

AND LOTS MORE!

And for that helping hand at the Boxoffice—You've got to hand it to M-G-M's



"BRAVO! BRAVO!" They're cheering M-G-M's "THE STRATTON STORY." World Premiere Cleveland, sets new attendance record! Nationwide praise! James Stewart! June Allyson. Wonderful trailer too!



Chi Still Slow Albeit 'Window' Trim At \$18,000; 'Belvedere'-Langford-Hall Robust \$63,000, 'Night' Barren 12G

Chicago, May 17.
While drive-ins are doing fine biz. Loop houses are still garnering only minor grosses. Even five new bills is not helping much. "Belvedere To College," backed by Frances Langford and Jon Hall, looks lone bright spot at the Chicago. Should be sturdy \$63,000.
"The Window" at the Palace might shape neat \$18,000. However, "Night Unto Night" at State-Lake is barren \$12,000. Gartel-Lake i

Holdover setup is equally dim ith "Ma and Pa Kettle" at Rooseelt with \$12,000 leading "Fan" at Eunited Artists. Third week of City Across River" and Dick Conno unit shapes okay \$37,000 at riental. "Joan of Arc" at Grand auld wind up 8-week run with at \$13,000.

should wind up 8-week run with pert \$13,000.

Estimates for This Week
Chicago (B&K) (3,900; 50-98)—
"Belvedrer To College" (20th) plus Frances Langford, Jon Hall in person. Excellent \$63,000. Last week
"Planingo Road" (WB) and Janet Blair and Victor Borge- topping stage (2d wk), strong \$45,000.

Garrick (B&K) (900; 50-98)—
"Duke of Chicago" (Rep) and "Arctic Manhunt" (U). Fair \$6,000. Last week, "Shot Jesse James" (SRO) and "S. O. S. Submarine" (SG) 55,000.

(SRO) and "S. O. S. Submarine" (SG) \$5,000.

Grand (RKO) (1,500; 75-\$1.25 —
"Joan of Arc" (RKO) (8th-final wk).
Bright \$13,000. Last week, \$16,000.
Oriental (Essaness) (3,400; 50-98).

"City Across River" (U) with Dick Contino unit (3d wk). Nice \$37,000. Last week, \$47,000.

\$700. Last week, \$47,000.

"The Window" (RKO). Trim \$18-000. Last week, "Criss Cross" (U).
\$15,000.

million (Indie) (1,700; 50-98)—iaito (Indie) (1,700; 50-98)—io of Crowds" (U) and "Califor-Straight Ahead" (U) (reissues), ak \$8,300. Last week, "Purple of" (20th) and "Guadacanal ry" (20th) (reissues), \$10,800. toosevelt (B&K) (1,500; 50-98)—a. Pa Kettle" (U) (2d wk). Neat (2000). Last week, \$16,000. Selwyn (Shubert) (1,000; \$1.20-40)—"Red Shoes" (EL) (21st. Okay \$8,000. Last week \$9.

000. State-Lake (B&K) (2,700; 50-98)
—Night Unto Night" (WB). Light \$12,000. Last week. "Little Women" (M-G) (2d wk). \$13,000. United Artists (B&K) (1,700; 50-98)—"Pan" (20th) (2d wk). Down to \$8,000. Last week, oke \$10,000. "Woods (Essaness) (1,073; 98)—"To Sea in Ships" (20th) (3d wk). Off to \$12,000. Last week, fine \$15,-000.

World (Indie) (587; 80)—"Louisiana Story" (Indie) (3d wk). Trim \$4.000. Last week, same.

'Belvedere' Hot \$16,000 In Prov.; 'Pride' Perky 15G, 'Manhandled' 10G

Providence, May 17.
Another fair week around here, the return of cool weather helpg to keep prospective customers way from the beaches. Majestic's dr. Belvedere Goes to College'' fairly lively, "Pride of Yankees'' (apper remarkably strong at Albee. Estimates for This Week Albee (RKO) (200; 44-65)—Pride of Yankees'' (RKO) (reisue) and "Tall in Saddle" (RKO), ctive \$15.000. Last week. "Red

on" (U) and "Million send" (EL), fair \$11,000 y's (Fay) (1,400; 44-65)-

send" (EL), fair \$11,000.
y's (Fay) (1,400; 44-65)—"Sua Pass" (Rep) and vaude onFairly good \$7,500. Last
"Fighting Fools" (Indie) and
e Ryan heading stageshow,

Eddie Ryan heading stageshow, \$7.800, Majestic (Fay) (2,200; 44-65)— Belvedere to College" (20th) and "The Hideout" (20th). Nice \$16-600, Last week, "Dream Is Yours" \$WB and "Duke of Chicago" (Rep.) okay \$12,000. Metropolitan (Snider) (3,100; 44-65)—"Dirigible" and "Submarine" (reissues). Slow \$6,500, Last week, "Tulsa" (FL) and "Shamrock Hill" (EL) (2d wk), \$6,000. State (Loew) (3,200; 44-65)— "Mathandled" (Par) and "Take Women" (M-G) (2d wk). Socko \$15,000 after hitting nifty \$19,000 first sesh. Strand (Silverman) (2,200; 44-65)—"Manhandled" (Par) and "Take My Life" (FL). Okay \$10,000 with pa of Dan Duryea and producer My Life (FL). Okay \$10,000 with pa of Dan Duryea and producer fail Pine opening day helping. Last week, "El Paso" (Par) (2d wk) \$days, \$3,500.

Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net, i.e. without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in come.

come.
The parenthetic admission prices, however, as indicated, include the U. S. amusement

'Barkleys' Paces St. Loo, \$22,000

St. Louis, May 17.

Summer temperature and competition from outdoor amusements are slowing trace at film houses this round. About the only exception to the downbeat is "Barkleys of Broadway," on its away to derrifte session at Loew's. Hint on big generally is that drive-ins in St. Louis county have added cuffounded auto and pony rides or free ice cream and playgrounds.

Estimates for This Week
Ambassador (F&M) (3,000; 50-75)—
"Connecticut Yankec" (Par) and "Dream is Yours" (WB) (2d wk). Fine \$14,000 following \$16.000 first session.

Fox (F&M) (5,000; 50-75)—
"Pride of Yankees" (RKO) and "Lady Takes a Chance" (RKO) (resistes). Just okay at \$12,000. Last week. "Younger Bros." (WB) and "Golden Eve" (Mnon), \$15,000.

Loew's (Loew) (3,172; 50-75)—
"Barkleys of Broadway" (M-G).
Wham \$22,000. Last week, "Portrait of Jepnie" (SRO) and "Blondie's Big Deal" (Col), good \$16,000.

Missourt (F&M) (2,500; 50-75)—

Shadov of the property of the

Ol. Shady Oak (F&M) (676: \$1.20-2.40)—"Red Shoes" (EL) (4th wk), rim \$3,000 after \$3,500 third

Balto Blah But 'Hamlet' Fancy \$6,000; 'Bride' 14G

Fancy \$b,000; Bride' 14G

Baltimore, May 17.

Trade here continues off with only fairish figures reported at all downtown spots. "Bride of Vengeance" is getting some coin but mild at Stanley. "Hamlet" is doing about as well as any of new pix, with nice coin at the Little.

Estimates for This Week
Century (Loew's-UA) (3,000; 20-60)—"City Across River" (U). All right \$12,000. Last week, "Force of Evil" (M-G), \$11,400.

Hipbodrome (Rappaport) (2,260; 20-70)—"Jungle Jim" (Col) plus Dagmar and inagic show onstage. Good \$13,000. Last week, "Undercover Man" (Col) and vaude, \$13,700.

Keith's (Schanherger) (2,460, 20-

700.

Keith's (Schanberger) (2,460; 20-60)—"Bad Boy" (Mono). Opened today (Mon.) after "Raven" (FC) oreissues) got mild \$6,000.

Mayfair (Hicks) (980; 20-65)—"El Paso" (Par) (2d wk). Holding well at \$5,000 after nice \$7,200 opener.

Little (Rappaport) (297; \$1-\$2.40)—"Hamlet" (U) (2d wk). Started scond round Saturday (14) after reaching fancy \$6,000 on well sold preem.

preem.
New (Mechanic) (1,800; 20-60)
"The Fau" (20th) (2d wk). Mai

"The Fan" (20th) (1.800; 20-60)—
"The Fan" (20th) (2d wk). Maintaining pace at \$7.000 after solid
\$10.600 opener.
Stanley (WB) (3,280; 25-75)—
"Bride of Vengeance" (Par). Mild
\$14.000 or less. Last week, "Flamingo Road" (WB) (2d wk), nice
\$9.400.
Tawn (Page 1)

Lift Blyth Suspension

Hollywood, May 17. Universal-International has lifted Ann Blyth's suspension.
brought about when she turned
down a role in "Abandoned."

Ther next picture is "Hot Water."

INDPLS, RACES CLIP BIZ; 'FLAMINGO' 12G

BIZ; 'FLAMINGO' 12G

Indianapolis, May 17.

Near 100.000 weekend attendance at Speedway qualifications trials is taking starch out of firstrun biz here this week. Freddy Martin - Marilyn Maxwell stage combo is sparking "Duke of Chicago" to fair take at Circle. "Flamingo Road" is moderate at Indiana. to lead straight filmers.

Estimates for This Week.

Circle (Gamble-Dolle) (2,800; 50)—"Duke of Chicago" (Rep) with Freddy Martin orch, Marilyn Maxwell, others, onstage. Fair \$17.000.

Last week. "Bov Green Hair" (RKO) and "Woman's Secret" (RKO) and "Dughter of Jungle" (WB) and "Tuna Clipper" (Mono). So-so \$12,000.

Laetweek. "Dream is Yours" (WB) and "Dughter of Jungle" (Rep). \$8,000.

Loew's (Loow's) (2,450; 44-65)—"Red (Rep). \$8,000.

Loew's (Loow's) (2,450; 44-65)—"Red (Salion in Rockies" (El) and "Id) and "Siren of Atlantis" (UA). \$7,500.

Lyric (G-D) (1600; 44-65)—"Red Stalion in Rockies" (El) and "Id Fathoms Deep" (EL). Slight \$4,000.

Last week. "State Department" (FC) and "Daughter of West" (FC). \$3,500.

'Barkleys' Best Pitt Bet, \$19,500

Pittsburgh, May 17.

Penn has virtually no opposition this week with "Barkleys of Broadway," which looks healthy enough there to stay another stanza. Roadshow engagement of "Red Shoes" opened slowly at Ritz but strong reviews is perking it up.

Estimates for This Week
Harris (Harris) (2,200; 45-80)—
Estimates for This Week
Harris (Harris) (2,200; 45-80)—
"The Fan" (20th). In 6 days, looks mild \$7.500 or near. Last week.
"City Across River" (U), brisk \$13.000.

Penn (Loew's-UA) (3,300; 45-80)—
"Barkleys of Broadway" (M-G).
Old Astaire-Rogers magic is still there, sturdy \$19,500. Last week.
"Bride of Vengeance" (Par) and "Lucky Stiff" (UA), dim \$10.000.

Ritz (Loew's) (800; \$1-\$2.40)—
"Red Shoes" (EL), Has been building daily since slow start and big \$8,000 looms.

Stanley (WB) (3,800; 45-80)—
"Adventure Baltimore" (RKO).
Subbed at last minute for: "Night

Stanley (WB) (3.800; 45-80)—
"Adventure Baltimore" (RKO).
Subbed at last minute for: Night
Unto Night" (WB), very dull \$8.500. Last week, "Connecticut
Yankee" (Par), sock \$18,500.
"Connecticut Yankee" (WB) (m.o.),
Picture's being helped on moveover by all the Bing Crosby publicity, with Der Blingle in town
for week to see his Pirates play
and grabbing plenty of space. Big
\$8,000. Last week, "Flamingo
Road" (WB) (m.o.), \$7,000.

Outdoor Weather Sloughs B'way Albeit 'Stratton' Oke \$130,000; 'Brave' Nice 30G, 'Sun'-Gray-Miles-Barrie NG 24G

Dull general business tone, return of favorable outdoor weather and mostly mild product all are combining to make the Broadway firstrun picture a sorry one this week. Some of slowest trade in years is being recorded by several theatres. Fact that more than a million people flocked to Central Park Sunday (15) for "1 Am An American" Day exercises hurt matinees that day and cut into night take. Only about three houses are doing close to what was expected currently.

currently.

Downbeat is being felt even by the Music Hall, the leader this session by a wide margin. "Stratton Story" there is landing a good \$130,000 but far below hopes, particularly in view of rave reviews. Also disappointing is "Home of Brave" at Victoria. Looks to get nice \$30,000 but this obviously is less than expected.

Paramount is okay at \$63,000 with "Streets of Laredo," which is getting a real boost from Peter

ranmount is oxay at \$05,000 with "Streets of Laredo," which is getting a real boost from Peter Lorre, Pied Pipers and Victor Lombardo band on the stage. Slipping to a new low for many years is the Capitol with "Sun Comes Up" plus Glen Gray band, Jackie Miles and Gracie Barrie. Very dim \$24,000 looks all. "Forbidden Street" with Dick Haymes topping stage bill is doing just fair \$82,000 at the Roxy. Ace holdover is "Barkleys of Broadway," heading for great \$49,000 in second State week. This makes the Loew straight-filmer one the few business-getters on Broadway this stanza.

Estimates for This Week

Estimates for This Week

Astor (City Inv.) (1,300; 60-\$1.50) "We Were Strangers" (Col) (4th k). Third week ended last night

—"We Were Strangers" (Col. (4th) (Nt) (10 s), slipped to around \$15,000 after good \$21,000 for second round. Stays on, but not long Bijou (City Inv.) (589; \$120.52,40)—"Red Shoes" (EL. (30th wk). Off with others but still highly profitable at \$11,500 after sturdy \$12,500 for 29th week.

Capitol (Lows) (4,820; 80-\$1.50)—
"Sun Comes Up" (M-C) plus Glen Gray orch, Jackie Miles, Gracie Barrie (1st wk). Very dim \$24,000 likely, and lowest in many years. Stays only two weeks, with "Tulsa" (EL), next in, already advertised only four days from teeoff In ahead, "Adventure Baltimore" (RKO) with Enric Madriguera orch (2d wk), dim \$26,000.
"Criterion (Loew's) (1,700; 70-\$1.75)—"Africa Screams" (UA) (3d wk-2 days). Second week slumped to slim \$9,000, slowest in months, after mild \$17,000 opener. "Lady Gambles" (U) opens Friday (20).

Globe (Brandt) (1,500; 50-\$1,20)—"Champion" (UA) (6th wk). Still n chips at around \$16,000 after

way below hopes. Stays on.

Mayfair (Brandt) (1,736; 50-\$1.20)

—"Wizard of Oz" (M-G) (reissue) (5th-6nal wk). Down to \$13.000 or less in final stanza after nice \$17,-000 for fourth. "Blossoms in Dust" (M-G) (reissue) opens Saturday (21).

Palace (RKO) (1,700; 40-95)—
"Canadian Pacific" (20th) with new policy of eight acts of vandeville topped by Lorraine Rognan and Jerry Wayne. Opens tomorrow (Thurs) after facelift for which it's now sbuttered.

Paramount (Par) (3,664; 55-\$1.50)
—"Streets of Laredo" (Par) plus Peter Lorre, Victor Lombardo orch, Pied Pipers heading stage-

Paramount (Par) (3,664; 55-\$1.50)
—"Streets of Laredo" (Par) pins
Peter Lorre, Victor Lombardo
orch, Pied Pipers heading stageshow (2d-final wk). First week
getting just okay \$63,000 or less,
with westerns not clicking as they
formerly did. In alread, "Undercover Man" (Col) with Duke Ellington orch, Billy Eckstine topping
stage bill (3d wk), \$58,000.
Park Avenue (U) (583; \$1.202.40—"Hamlet" (U) (34th wk),
Fancy \$12,000, down from preceding week. Continues.
Radio City Music Hall (Rockefellers) (5,945; 80-\$2.40)—"Stratton
Story" (M-G) with stageshow. Despite great reviews, if is not doing
as big as expected with solid \$130,000
first week. Holds.
In ahead, "Connectleut Yankee"
(Par) with stageshow (5th wk),
\$100,000.
Rialto (Mage) (594; 44-99)—
"Amazon Quest" (FC). First week
ending tomorrow (Thurs) only \$9,500, and not holding. In ahead,
"Raven" (FC) and "Murders Rue
Morgue" (FC) (reissues) (2d wk),
\$8,000.
Rivel (JAT-Par) (2,092; 60-\$1.25)

Morgue" (FC) (reissues) (2d wk), 88.000.

Rivoli (UAT-Par) (2.092; 60-\$1.2), ——One Woman's Story" (U). Opens today (Wed.) after a bond campaign preem last night (Tues.). In ahead, "Jennie" (SRO) (7th wk-6 days), down to \$7.000 after mild \$11.500 for sixth frame.

Roxy (20th) (5,886; 80-\$1.80)—"Forbidden Street" (20th) with Dick Haymes, Dick Buckley, iceshow heading stage layout Shapes to land only passably good \$82.000 or less. Holds. In ahead, "Belve-dere" (20th) with Vivian Blaine heading stage bil (4th wk, \$59,000.

State (Loew's) (3,450; 50-\$1.50)—

one stage bill (4th Wk), \$39,-000.

State (Loew's) (3,450; 50-\$1.50)—
Barkleys" (M-G) (3d wk). Second week ended last night (Thes.) held up in great style at around \$49,000 after smash \$55,000 opener, over hopes. Stays indef.
Strand (WB) (2,756; 76-\$1.50)—
"Flamingo Road" (WB) plus Ted Lewis orch and stage unit (2d wk). Off considerably at \$48,000 or less after strong \$60,000 opening week. Stays a third. "Younger Brotkers" (WB) with Bobby Byrne orch heading stage bill then comes in.

ing stage bill then comes in.
Sutton (Rugoff & Becker) (561;
Sutton (Rugoff & Becker) (561;
Seventh session ended Monday (16)
stayed up well at \$12,400 after big
\$13,000 for sixth week. Continues indef.

indef.
Victoria (City Inv.) (1,600; 95\$1.80) — "Home of Brave" (UA).
Nice \$30,000 or near, disappointing
in view of crix appraisal. Holds.
Last week, "Joan of Arc" (RKO)
(26th wk), \$7,500.

Window' Strong 16G, Frisco; 'Champion' Wow \$21,000, 'Bride' Fat 12G

San Francisco, May 17.

Low Frisco fog-is helping bix here this week. Golden Gate is outstanding with "The Window" landing a strong session Big hally is helping "The Champion" to sock total at two theatres. Other newcomers are not big, with "Big Jack" being especially weak at Warfield.

Jack being especially weak at Warfield.

Estimates for This Week
Golden Gate (RKO · 2.3844, 6095)—"The Window" (RKO and
"Woman's Secret" (RKO) Strong
\$16,000. Last week, "Pride of
Yankees" (RKO) (reissue and
"Strange Mrs. Crane" (EL okay
\$11,000.

Fox (FWC) (4.651; 60-95)—
"Tulsa" (EL) and "Angel in Exile"
"Tulsa" (EL) and "Angel in Exile"
"Tulsa" (EL) and "Angel in Exile"
"Big Jack" (M-G) and "Duke of
Chicago" (Rep), Mid \$13,000. Last
week, "The Fan" (20th) and
"Daughter of Jungle" (Rep), about
same.

Cincy Perks Up; 'Belvedere' Bright \$17,500, 'Outpost' 11G, 'Canyon' 71/₂G

Ball Game' Sock \$8,500, Omaha; 'Flamingo' 11G Omaha, May 17,

Omaha, May 17.
Only big business in town is at limited-capacity State where "Ball Game" is rolling up one of biggest grosses for house this year.
Musical has packed them in from the start. Other houses are in the doldrums, with some expressed dissatisfaction with oversupply of westerns. "Red Canyon" not getting far at Orpheum. "Flamingo Road" will be okay at Paramount.
Estimates for This Week

Estimates for This Week

ESSUMATES FOR THIS WEEK
State (Goldberg) (865; 16-65)—
"Ball Game" (M-G). Smash \$8,
500. Last week, "Little Women"
(M-G). 3d wk and "Dudes Are
Pretty" (Indie). (2d. wk), good
\$3,500.

Pretty" (Indie) (2d wk), good 3,500.

Orpheum (Tristates) (3,000; 16-65)—"Red Canyon" (U) and "Winner Take All" (Mono). Oke \$10.000. Last week, "Cry of City" (20th) with Desi Arnaz band. others, good \$20,500 at 20-80c scale.

Paramount (Tristates) (2,800; 16-65)—"Flamingo Road" (WB). Okay \$11,000. Last week, "Younger Brothers" (WB), \$12,000.

Brandeis (RKO) (1,500; 16-65)—"Adventure Baltimore" (RKO) and "The Mutineers" (Col). Fair \$7.000. Last week, "Enchantment" (RKO) and "Brothers in Saddle" (RKO), \$6.500,

Cincinnati, May 12.
Smash opening of "Mr. Belvedere Goes To College" and par-orbetter total for three other Acew bills are proving spring tonic for downtown houses, biz generally being on the climb. "Outpost Morocco" holds a slight edge on "Enchantment" on total coin. "Red Canyon," another newcomer, is Canyon," another newcomer, nice. At the Guild, "Quartet" bowing favorably, "Ball Game" lively holdover.

Estimates for This Week Estimates for This Week
Albee (RKO) (3,100, 50-75) —
"Outpost Morocco" (UA). Fairish
\$11,000. Last week. "Flamingo
Road" (WB), smooth \$13,500.

Capitol (RKO) (2,000, 50-75) —
"Ball Game" (M-G) (2d wk). Holding up to fast \$9,500 after fatso
\$15,000 first stanza.

Grand (RKO) (1,400, 50-75). —

ing up to fast \$9,500 after fatso \$15,000 first stanza.
Grand (RKO :1.400; 50-75; —
"Red Canyon" (U). Nice \$7,500.
Last week, "Tarzan's Magic Fountain" (RKO), \$6,500.
Guild (Indie) (278; 75-\$1.25) —
"Quartet" (EL). Starting runwith big \$3,000. Last week, "Red Shoes" (EL): (10th wk) \$2,300. with \$34,000 total on run at \$2.40 top.

Keith's (City Inv.: (1,542; 50-75) —
"Enchantment" (RKO). Good \$10,000. Last week, "Connecticut Yankee" (Par) (4th wk), pleasing \$6,300.

\$6,300.

Palace (RKO) (2,600: 50-75) — "Belvedere To College" (20th; Rollicking \$17,500 to top town. Last week, "Undercover Man" (Col., \$10.500.

week, "The Fan" (20th) and "Daughter of Jungle" (Rep. about same.

Paramount (Par (2,646-60-85)—"Dream 1s Yours" (WB and (Continued on page 18)

WARNER BROS. ARE GEARED TO

NEVER BEFORE!

LOOK AHEAD TO

COOPER as Roark

PATRICIA NEAL

as Dominique

THE IO-MILLION-READER BEST-SELLER!



"THE FOUNTAINHEAD" GARY COOPER - PATRICIA NEAL ROBERT DOUGLAS - HENRY HULL - RAY COLLINS KING VIDOR HENRY BLANKE Screen Play by ATN RAND From her Novel "The Fountainhead" - Music by MAX STEINER

Balmy Weather Hurts Hub; 'Flamingo' NSH \$21,000, 'Window' Fair \$22,000

Boston, May 17.
Very little activity around town
this stanza, firstruns being hurt by
spell of balmy weather. Surprise
leader is the Boston, with two reissues. "Casablanca" and "G-Man."
"Flamingo Road" at Met opened
fairly strong but does not look big.
Other newcomers, "Undercover
of the proposed of Asian (RE) No at Met opened fairly strong but does not look big. Other newcomers, "Undercover Man" at Orpheum and "The Window" at Memortal also are not much more than average.

Estimates for This Week
Astor (Jaycox) (1,200; 40-85)—
"Secret Garden" (M-G) (2d wk). Mild \$5,000 after \$6,000 for first.
Boston (RKO) (3,200; 40-85)—
"Casablanca" (WB) and "G-Man"
(WB) (reissues). Neat \$22,000. Last week. "Jungle Jim" (Col) plus Frankie Carle orch, Mills Bros., others, on stage, disappointing \$24,500.

Exeter (Indie) (1,000: 45-75)—

Frankie Carle orch, Mills Bros., others, on stage, disappointing \$24,500.

Exeter (Indie) (1,000; 45-75)—
"Cesar" (Indie) (2d wk). Holding to about \$6,000 after okay \$7,000 first.

Fenway (NET) (1,373; 40-85)—
"Impact" (UA) and "Sky Dragon" (Mono). Fair \$7,000. Last week. "Bride of Vengeance" (Par) and "Susanna Pass" (Rep). About same Mayflower (ATC) (700; 40-85)—
"Outpost in Morocco" (UA) and "Sig Sombrero" (Col) (2d wk). Down to \$2,200 in 5 days. Last week, modest \$3,800. "The Champlon" (UA) opens today (Wed.). Memorial (RKO) (3,500; 40-85)—
"The Window" (RKO) and "Tucson" (20th). Fair \$22,000 in 8 days. Last week, "Life of Riley" (U) and "Feathered Serpent" (Mono) (2d wk-3 days). \$9,000.

Metropolitan (NET) (4,376; 40-85)—
"Flamingo Road" (WB) and "Fighting Fools" (Indie). Mild \$21,000 or near looms. Last week. "Belvedere to College" (20th) and "Fools" (Ud) and "Fighting" (WB) (2d wk), soild \$22,000.

\$22,000.

Orpheum (Loew) (3,000; 40-85)—
"Undercover Man" (Col) and "Make
Believe Baliroom" (Col). Weak
\$19,000. Last week, "We Were
Strangers" (Col) and "Crime Doctor's Diary" (Col) (2d wk), fair

tor's Diary" (Col) (2d wk), falr \$16.600.
Paramount (NET) (1.700; 40-85)
—"Impact" (UA) and "Sky Dragon" (Mono). Mild \$11.000. Last week, "Bride of Vengeance" (Par) and "Susanna Pass" (Rep), average \$12.000

"Susanna Pass" (Rep), average \$12,000.
Pilgrim (ATC) (1,800; 40-85)—
"Outpost in Morocco" (UA) and "Big Sombrero" (Col) (2d wk). Fair \$4,000 in 5 days. Last week. 88,000. "The Champion" (UA) opens today (Wed.).
State (Loew) (3,500; 40-85)—
"Undercover Man" (Col) and "Make Believe Ballroom" (Col). Mild \$11.000. Last week, "We Were Strangers" (Col) and "Crime Doctor's Diary" (Col) (2d wk), \$9,500.

H.O.'s Do Well in Det.; 'Outpost' Stout \$15,000, 'Strangers' Lusty 20G

Detroit, May 17. Holdovers are holding up well. with "Belvedere to College" showing the way for second straight week at Fox. "Flamingo Road" looks strong at Michigan, also on lnitial holdover frame. Best of newcomers is "We Were Strangers" at United Artists and "Outpost in Morocco" at Madlson. Ing the way for second straight week at Fox. "Flamingo Road" looks strong at Michigan, also on initial holdover frame. Best of newcomers is "We Were Strangers" at United Artists and "Outpost in Morocco" at Madison.

Estimates for This Week
Fox (Fox-Mich) (5,000; 70-95)—"Belvedere to College" (20th) and "Life of Riley" are farming of Road" and "Life of Riley" are farming well. "Belvedere" and "Little Women" are acc holdovers.

Estimates for This Week
Fox (Fox-Mich) (5,000; 70-95)—"Flamingo Road" (WB) and "Lucky Stiff" (UA) (2d wk; 50)(d \$25,000. Last week, \$27,000.

Michigan (United Detroit) (4,000; 70-95)—"Flamingo Road" (WB) and "Life of Riley" (U) and "Old Flabined Girl" EL). Sock \$11,500.

Michigan (United Detroit) (4,000; 70-95)—"We Were Strangers" (Col) and "Misk Bolleve Ballroom" (Col) Rig \$20,000. Last week, "Gonecticut Yankee" (Par) (3d wk), fine \$10,000.

Madison (UD) (1,800; 70-95)—"Flamingo Road" (WB) and "State Dept.—File 649" (FC), day-date with Orpheum (H=E) (1,750; 59-85)—"Flamingo Road" (WB) and "Strike It Rich" (Mono), \$10,000.

Adams (Balaban) (1,700; 70-95)—"Enchantment" (RKO, Fair is 10,000.

Adams (Balaban) (1,700; 70-95)—"Enchantment" (RKO, Fair is 10,000.

Downtown (Balaban) (2,900; 70-95)—"Flamingo Road" (WB) and "State Dept.—File 649" (FC), day-date with Orpheum. Fine \$4,500. Last week, "Bribe" (Mono) and "Strike It Rich" (Mono), \$10,000.

Downtown (Balaban) (2,900; 70-95)—"Flamingo Road" (WB) and "State Dept.—File 649" (FC), also Oriental Lexcellent \$8,000. Last week, "Bribe" (M-G) (3d kk), good \$12,000.

Downtown (Balaban) (2,900; 70-95)—"Flamingo Road" (WB) and "State Dept.—File 649" (FC), also Oriental Lexcellent \$8,000. Last week, "Bribe" (M-G) (3d kk), good \$12,000.

Downtown (Balaban) (2,900; 70-95)—"Relvedere to College" (20th) and "Cheated Law" (20th) (2d kk), good \$12,000.

Downtown (Balaban) (2,900; 70-95)—"Relvedere to College" (20th) and "Cheated Law" (20th) (2d kk), good \$12,000.

Downtown (Balaban) (2,900; 70-95)—"Relvedere to College" (20th) and "Cheated Law" (20th) (2d

Key City Grosses

Estimated Total Gross
This Week . . . \$2,472,000
(Based on 23 cities, 207

theatres, chiefty wrst runs, including N. Y.)
Total Gross Same Week
Last Year ... \$2,667,000
(Based on 22 cities, 200

Philly Dull But 'Barkleys' Big 26G

Philadelphia, May 17. So-so biz here this week, several new plctures falling to live up to hopes. Town's attendance is lag-ging even on weekends. Only exnopes. Town's attendance is lagging even on weekends. Only exceptions are "Barkleys of Broadway," with week's best showing at Goldman, and "Champion," still packing plenty wallop in second round at Earle.

Estimates for This Week

Aldine (WB) (1,303; 50-99)— "Bride of Vengeance" (Par) (2d wk), Slim \$8,500. Last week, \$12,-000.

Boyd (WB) (2,360; 50-99)—"Portrait of Jennie" (SRO) (5th wk-4 days). Fine \$10,000. Last week, \$15,000.

Earle (WB) (2,700; 50-99)—
"Champion" (UA) (2d wk). Sock
\$22,000 after smash \$32,000 opener.

Fox (20th) (2,250; 50-99)'Mother Is Freshman' (20th). Not big \$18,000. Last week, "Canadian Pacific" (20th), \$19,000.

Goldman (Goldman) (1,200; 50-99)
—"Barkleys of Broadway" (M-G),
Best thing in town, smash \$26,000.
Last week, "Ball Game" (M-G) (5th

Karlton (Goldman) (1,000; 50-99)
—"Little Women" (M-G) (7th wk).
Mild \$5,000 after about same last

Keith's (Goldman) (1,700; 50-99)
—"Connecticut Yankee" (Par) (4th
wk). Down to \$6,500. Last week,
good \$8,000.

Mastbaum (WB) (4.360; 50-99)—
"Flamingo Road" (WB) (3d wk).
Okay \$16,500. Last week, sturdy \$20,000.

\$20,000.

Stanley (WB) (2.950; 50-99)—
"Tulsa" (EL). No gusher at \$20,000. Last week, "Knock On Door"
(Col) (3d wk), nice \$14,500.

Stanton (WB) (1.475; 50-99)— "Impact" (UA). Mild \$8,000. Last week, "Bad Boy" (Mono). \$7,500.

Studio (Goidberg) (490; 50-99)—
"Quartet" (EL) (2d wk). Holding
strong at \$7.500. i.ast week. \$7.700.
Trans-Lux (T-L) (500; \$1.20\$2.40)—"Red Shoes" (EL) (21st
wk). Down to \$7.000. Last week,
big \$8.000.

'Riley' Rousing \$11,500, Port.; 'Flamingo' 12½G

'Lagoon' in Black \$15,000,

'Lagoon' in Black \$15,000,
Toronto; 'Belvedere' 8G
Toronto, May 17.
General biz ap at hy, partiy blamed on iack of product appeal as well as fine weather, is reflected in downbeat this week. Only bright spots among newcomers are "Blue Lagoon" and "Belvedere Goes To Coliege."

Estimates for This Week
Downtown, Glendale, Scarbor, State (20th Centi (1,059, 955, 698, 694; 35-60). "Walking Hills" (Col) and "Blackie's Chinese Venture" (Col). Okay \$10,000. Last week, "Pride of Yankees" (RKO) (reissue), fine \$11,000.
Imperial (FP) (3,373; 40-70)—"El Paso" (Par). Thin \$11,000. Last week, "Bride of Vengeance" (Par), ditto.
International (Taylor), (605; 48-

week, "Bride of Vengeance (rarr, ditto.

International (Taylor) (605; 48-66)—"Quartet" (EL) 17th wkl. Still big \$3,500 after last week's near-capacity \$4,000.

Loew's (Loew) (2,096; 40-70)—"Portrait of Jennie" (SRO). Fair \$9,500. Last week, "Ball Game" (M-Gr (4th wk), oke \$7,000.

"Blue Lagoon" (EL). Big \$15,000.

"Blue Lagoon" (EL). Big \$15,000.

Shea's (FP) (2,386; 40-70)—"Undercover Man" (Col. Dim \$9,000.
Last week, "Tulsa (EL) (2 wk), \$8,000.

Last week, "Koke Beai" (Par), \$8,500.

University (FP) (1,556; 40-70)—

Last week, "Nick Beal" (Par), \$8,500.
University (FP) (1,556; 40-70)—
"Belvedere To College" (20th).
Socko \$8,000. Last week, "Dream
Is Yours" (WB) (2d wk), okay

18 Yours" (WB) (2d wk), okay \$4,500.
Uptown (Loew) (2,743; 40-70)—
"Ma, Pa Kettle" (U) (2d wk). Satisfactory \$5,000 after last week's good \$9,000.

'Barkleys'-Vaude Great \$30,000, D. C.

Washington May 17. Lion's share of first run biz is going to "Barkleys of Broadway" plus vaude at Capitoi where socko, while "Belvedere To College," at

Palace is a close second with smash session. Nearly everything else is on dull side. "Quartet," holding well at Playhouse, is a big excep Estimates for This Week

Estimates for This Week
Capitol (Loew's) (2,434; 44-85)—
"Barkleys of Broadway" (M-G) plus
vaude. Sock \$30,000, with ail lure
in pic rather than stageshow. Last
week. "Big Jack" (M-G) with
vaude. slim \$18,000.

Metropolitan (WB) (1,163; 44-74)
—"Bad Boy" (Mono), Very dim \$4,500. Last week. "Song of India"
(Coi), \$5,500.

Keith's (RKO) (1,939; 44-80)—

500. Last week.

(Col.) \$5,500.

Keith's (RKO) (1,939; 44-80)—

"Window" (RKO) Average \$10,000 despite crix raves. Last week.

"Pride of Yankees." (RKO) (reissue). okay \$9,000.

National (Heiman) (1,600; 44-74)—

"Jigsaw" (UA). New low at \$4,000 or less. Last week. "Impact"

(UA) slow \$6,000.

Palace (Loew's) (2,370; 44-74)—
"Belvedere To College" (20th).

Smash \$23,000, with chance to go even higher. Last week. "Connective of the connective of the conne

Servedere 10 College (20th).
Smash \$23,000, with chance to go even higher. Last week, "Connecticut Yankee" (Par (2d wk), \$15,000.

Playhouse (Loperf) (432; 50-85).

"Quartet" (EL) (2d wk). Fine \$8,500 after record-breaking \$10,000 last week.

Dupont (Lopert) (400; \$1,20-\$2,401 — "Hamlet" (U) (8th-final wk). Strong \$4,500 after \$3,500 last week. Total for 8 weeks was \$40,000 despite having run previously for 20 weeks.

Warner (WB) (2,164; 44-74).

"Nick Beal" (Par). Sluggish \$13,000. Last week, "Flamingo Road" (WB) (2d wk), okay \$12,000 in 5 days.

days.
Trans-Lux (T-L) (650; 44-80)—
"Portrait of Jennie" (SRO) (4th wk). Slipped to \$6,000 after fancy \$7,000 last week.

'Flamingo' Fast \$25,000 For 11 Days in Buff

Por 1 Days in Buff

Buffalo. May 17.

Pacing field this week is "Flamingo Road" at Great Lakes, big enough to get four extra days.

"Undercover Man" and "Outpost In Morocco" each shape nice.

Estimates for This Week

Buffalo (Loew's) (4,500; 40-70)—
"Portrait of Jennie" (SRO) and "Cheated Law" (20th). Good \$12,000. Last week. "Little Women" (M-G, fine \$16,000.

Great Lakes (Par) (3,400; 40-70)—
"Flamingo Road" (WB) (2d wk-4days). Still stout at \$8,000 oncar after big \$17,000 first week.
"Bride of Vengeance" (Par) opens tomorrow (Wed.).

Hipp (Par) (3,400; 40-70)—"Night Unto Night" (WB) and "Stage Struck" (Mono). Fine \$7,500. Last (Continued on page 18)

Holdovers Help Slow L.A.; 'Ball Game' Sockeroo \$53,000, 'Bride' Drab 21G, 'Belvedere' 48G, 2d; 'Champion' 30G, 3d

Broadway Grosses

Estimated Total Gross
This Week \$529,000
(Based on 17 theatres)
Last Year \$583,000
(Based on 17 theatres)

Belvedere' Boff \$27,000 in Denver

Denver, May 17.

Big news here this session is smash total being rung up by "Belvedere Goes to College." in three
theatres. "Fighting O'Flynn" looks
only fair at Broadway.

Estimates for This Week
Aladdin (Fox) (1,400; 35-74)—
Belvedere To College" (20th) and
"Strike It Rich" (Mono), day-date
with Denver, Webber, Big \$5,000
Last week, subsequent-run.

Broadway (Cinema (1,500; 35-74)—
"Fighting O'Flynn" (U) and "Miranda" (EL). Fair \$6,500, Holds 5
extra days. Last week, used for
legit.

Denham (Cockrill) (1,750; 35-70)

randa" (ED. Fair \$6,300. Holds 5 extra days. Last week, used for legit.

Denham (Cockrill) (1,750; 35-70)

"Connecticut Yankee" (Par) (4th wk). Fair \$10,000 or less. Last week, ince \$13,500.

Denver (Fox) (2,525; 35-74)—
Belvedere To College" (20th) and "Strike II Rich" (Mono), also Aladdin, Webber. Big \$18,000. Last week, "Dream Is Yours" (WB) and "Cheated the Law" (20th), good \$15,000.

Esquire (Fox) (742; \$1,20-\$2.40)—
"Red Shoes" (EL) (2d wk). Big \$4-000. Last week, \$4,200.

Orpheum (RKO) (2,600: 35-74)—
"Bail Game" (M-G) and "Behind Locked Doors" (EL) (2d wk). Down to \$11,000. Last week, big \$18,000.

Paramount Fox) (2,200: 35-74)—
"Kiss in Dark" (WB) and "Trouble Makers" (Mono). Dim \$7.000. Last week, "Tarvan's Magic Fountain" (RKO) and "Hideout" (Rep.) \$7,500.

Webber (Fox) (750; 35-74)—"Belvedere To College" (20th) and "Strike II Rich" (Mono), also Denver, Aladdin, Solid \$4,000. Last week, "Dream Is Yours" (WB) and "Cheated Law" (20th), fair \$2,500.

SEATTLE STILL SLOW BUT 'FLAMINGO' 10G

Seattle, May 17.

BUT 'FLAMINGO' 10G

Seattle, May 17.

Continued summer weather is hurting biz generally this week. "Flamingo Road" shapes fine at Orpheum, but "Portrait of Jennic" was so slow at Fifth Avenue it was oulled after six days. "Outpost in Morocco" looks fair at Paramount. Estimates for This Week. Coliseum (H-E) (1.877; 50-84)—"City Across River" (U) and "Rimfire" (SG). Oks \$9,000 or near. Last week, "Impact" (UA) and "City Across River" (U) and "Rimfire" (SG). Oks \$9,000 or near. Last week, "Impact" (UA) and "Lick Week" (Param Is Yours" (WB) and "Licky Stiff" (UA), good \$8,700.

"Liherty (1-vH) (1.650; 50-84)—"Nick Beal" (Par) and "Sky Dragon" (Mono). Thin \$6,000 or near. Last week. "Connection Yankee" (Par) and "Blondie's Big Deal" (Col) (3d wk), oke \$8,700 in 10 days.

Music Rox (H-E) (850; 50-84)—"Dream Is Yours" (WB) and "Incky Stiff" (UA) (2d wk). Good \$4,000. Last week "Red Shoos" (FL) fair \$5,700 in 9 days at \$1.20-\$2.40... Music Hall (H-E) (2,200, 50-84)—"Flamingo Road" (WB) and "Badden Tombstone" (Mono). Okay \$10,000 or near. Last week \$8,200. Ornbeum (H-E) (960). 50-81)—"Flamingo Road" (WB) and "Badden Tombstone" (Mono). Okay \$10,000 or near. Last week "Life 649" (FC), fairish \$7,100 for second week.

Palomar (Sterling) (1,350, 40-65)—"Sun Comes Up" (M-G) and "Rod Stallion" (FL) (2d runs) plus vance Fair \$5,000. Last week "Canadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. The week (Tanadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. The week (Tanadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. Last week "Canadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. Last week "Canadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. Last week "Canadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. Last week "Canadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. Last week "Canadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. Last week "Canadian Pacific" (20th) and "Pod Pony" (Rep) and stage, \$4,000. Last week "Canadian Pacif

700.

Paramourt (H-E) (3.039)—"Adventure Raltimore" (RKO) and "Fighting Fools" (Monor (4 days). Dim \$1,500, with "Outpost in Morocco" (UA) and "Gav Amiso" (UA) supulanting to land fair \$8.000 on full week.

Los Angeles, May 17.

Cloudy, damp weekend helped firstrun boxofflee here but overall biz total is not too hefty because of plethora of holdovers. Only two new bills this frame and only one is catching fancy trade. "Take Me Out to Ball Game" is clouting a nifty \$53,000 in three theatres. "Bride of Vengeance" shapes very slow \$21,000 in two Paramount houses. "Belvedere to College" still is hitting in good stride in the second frame, four spots at smart \$48,000. Third session of "Flamingo Road" looks nice \$32,000 in three Warner situations, while third week of "The Champion" continues fast at \$30,000 in four small-seaters.

Second round of "We Were Strangers" is only light \$21,000 in four small-seaters.

Second week of "City Across River" shapes mild \$22,500 in six sites.

Estimates for This Week
Beverly Hills, Downtown, Hawait, Hollywood Music Halls, Prin-Cori (834; 902; 1,108; 512; 55-\$1)—"Champion" (UA) (3d wk. Neat \$30,000. Last week, smart \$39,800. Chinese, Loew's State, Loyola, Uptown (FWC) (2,048; 2,404; 1,-248; 1,719; 60-\$1)—"Belvedere To College" (20th) and "Arctic Fury" (Indie) (2d wk). Smooth \$48,000. Last week, big \$61,800.

Downtown, Hollywood, Wiltern (WB) (1,757; 2,756; 2,344; 60-\$1)—"Flamingo Road" (WB) (3d wk).

"Flamingo Road" (WB) (3d wk).

"Flamingo Road" (WB) (3d wk).

"Ball Gaine" (M-G). Stout \$53,000. Last week, "Big Jack" (M-G). only \$19,500.

Orpheum (D'town) (2,210; 60-\$1)—"Outpost Morocco" (UA) and "Gay Amigo" (UA) (2d wk) 5 days)

"Ball Gaine" (M-G). Stout \$53,000. Last week, "Big Jack" (M-G), only \$19,500.

"Orpheum (D'town) (2,210, 80-\$1).

"Outpost Morocco" (UA) and "Gay Amigo" (UA) 2d wk) 5 days). Only \$5,000, with light \$11,000 in 4 day-daters. Last week, fair \$12,200 here, with mild \$23,800 in 5 day-dating spots.

Pantages, Hillstreet (Pan-RKO) (2,812; 2,890; 50-\$11—"We Were Strangers" (Col) and "Lost Tribe" (Col) (2d wk). Light \$21,000. Last week, \$30,400.

Los Anseles, Hollywood Paramounts (F&M) (3,398; 1,451; 60-\$1).

"Bride Vengeanee" (Par) and "Susanna Pass" (Rep) (LA Par only). Drab \$21,000. Last week, "Connecticut Yankee" (Par') and "Hideout" (Rep) (LA) Par only). United Artists, Ritz (UA-FWC). 2d wk). \$23,300.

United Artists, Ritz (UA-FWC). Arcross River" (U) and "Daughter of West" (FC) (2d wk). Thin \$11,500, with \$22,500 in 6 day-daters. Last week, mild \$19,000 here, with \$29,200 in 5 day-dating houses.

Esquire (Rosener) (685; 85-\$1,20).

"The Dammed" (Indie) (2d wk). Near \$2,000. Last week, okay \$2,500.

Fine Arts (FWC) (679; \$1,20 w).

52.40 Last week, okay \$2,500.
Fine Arts (FWC) (679; \$1.20ks 40 - "Red Shors" (EL) (20th
wk). About \$6,000. Last week,
nice \$5,800.
Four Star (UA-WC) (900; 60-51)
— "Pygmalion" (Indie) (reissue).
Okay \$5,000. Last week, "Hamlet" (U) (28th wk), closed long
\$2.40 roadshow run at hefty \$6,700.
Laurel (Rosener) (890; \$1.20"Mons. Vincent" (Indie) (5th wk).
Near \$3,000. Last week, good \$3,800.

Barkleys' Brisk \$21,000, K.C.; 'Pacific' Loud 17G, 'Dream' 15G, 'Pride' 10G

'Dream' 15G, 'Pride' 10G

Kansas City, May 17.

Majority of spots are stocked with good product which is boosting biz. "Barkleys of Broadway" at the Midland is big, and will hold. "Canadian Pacific" is sturdy in Tower-Uptown-Fairway. "Dream Is Yours" at Paramount looks okay. American Royal Rodeo bringing strong competition to theatres. Estimates for This Week. Kimo (Dickinson: (550; \$1.20-68.40-"Red Shoes" (EL) (4th wk). Continues at healthy \$5.000. Last week, dilto.

Midland (Loew's: (3.500; 45-65-"Barkleys of Broadway" (M-G- and "The Judge" (FC. Big \$21.000. Last week, "Big Jack" (M-G- and "Caught" (M-G- and "Caught" (M-G- and "Caught" (M-G- and "Caught" (M-G- and "The Judge" (FC. Big \$21.000. Are to Yankees" (RKO) and "The Judge" (FC. Big \$21.000. Orpheum (RKO) (1.900; 45-65)—Pride of Yankees" (RKO) and "Tall in Saddle" (RKO) creissues). Average \$10.000. Last week, "Flamingo Road" (WB- and "Sword of Avenger" (EL) (2d "Sood \$9.000.

Paramount (Part (1.900; 45-65)—"Dream Is Yours" (WB- Hand-

Paramount (Par) (1,900; 45-65) "Dream Is Yours" (WB: Han (Continued on page 18)

Probe Anglo-U.S. Pact?

ground with the state monopolies of many countries of Europe in any possible proposals."]

fighting for foreign trade.

SIMPP members, while battling

14

fighting for foreign trade.

SIMPP maintains that the MPEA would be violating its charter under the Webb-Pomerene law and acting in restraint of trade if it okayed the British agreement. Society claims that the pact calls not only for joint action abroad, but in this country, in that, in the words of Eric Johnston in the memo he gave company prexies last week, he states the proposal is for guarantee of British film earnings in the American market."

Arnall and French Statements

Arnall and French Statements
Gov. Ellis G. Arnall, SIMPP
prez, pointed out in addition that
while the Webb-Pomerene act allows U. S. firms freedom in jousting with foreign competitors, it
does not permit them to jeopardtee the interests of other American
companies in the same markets.
He claims that the Washington
proposals might mean that the majors get a break in England at the
expense of the indies.

Sir Henry French, director general of the British Film Producer
Assn., who, along with J. Arthur
Rank and Sir Alexander Korda,
represented the British in Washington, declared in London last
week "that the position of the
American independents has been Arnall and French Statements

any possible proposals." I SIMPP members, while battling against the principle of subsidizing British production in order to get more Yank product played on the three big circuits, admit that they would undoubtedly profit, along with the majors, on a short-term basis. Since most of the indies distribute through United Artists and that company's relationship with Rank is such that it gets virtually no playing time on Odeon or Gaumont-British, any change for them would be for the better.

Since, under the agreement, a

would be for the better.

Since, under the agreement, a minimum of 100 American "A's" would be played annually on the three circuits and each company is limited to a maximum of 15, there would no doubt be an improvement in the UA situation. Thought certain to get the maximum of 15 bookings are Universal, Warner Bros., Paramount. 20th-Fox and Metro. That would leave 25 dates to be divvied among UA, Columbia, RKO, Selznick, Republic and Eagle Lion. On that basis, UA would probably get at least six or seven bookings, since Selznick. seven bookings, since Selznick, Rep and EL don't release more than a few pix a year that could qualify.

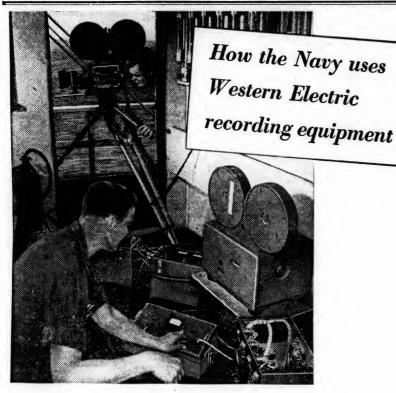
SIMPP maintains, however, that it is willing to overlook this imme-

diate advantage in favor of longer-term considerations. It argues that the idea of subsidizing domestic the idea of subsidizing domestic production would be immediately picked up by at least a half-dozen other countries if it is agreed to in Britain. France, Italy, Mexico, Argentina and other territories, it is claimed, will hop right on the idea, with the result that American coin will be blocked all over the world for the purpose of forcing Hollywood to subsidize competing picturemaking.

SIMPP, by its prompt and vigorous protests, is believed in trade circles to have materially reduced the prospects of approval of the proposals by either the British or the Americans. Arnall hit the pact with two very strongly-worded statements on succeeding days, the first coming out the same day the

first coming out the same day the proposals were presented to MPEA members. As a result, the SIMPP protest reached the newspapers simultaneously with details of the

pact.
Placed in a peculiar position by the whole action was Grad Sears, UA prexy. As a member of the MPEA, he was at that organization's session when the proposals were first made publicly known by negotiators Johnston, Barney Balaban and Nick Schenck. Later in the day, as a member of SIMP's distribution committee, he attended the meeting at which the society voted to oppose the pact. He explained his position at the MPEA meeting and was given permission to present the deal to SIMPP's members.



Western Electric "300" recording system use aboard Navy Electronics Labo sel at sea. (Official photograph U. S. Navy)

U. S. Navy scientists use Western Electric sound film recording equipment to make on-the-spot records of the operation of sonar, radar, fire control and other naval electronic equipment. These sound motion pictures provide a permanent record for laboratory study whenever and wherever

Of particular value for use at seaand beneath the sca in submarines-

is the "300" recording system shown above. Compact and portable, with the dependability needed for extended cruises, this equipment effectively records the low frequency sound reflections and the high frequency transients encountered in sonar and radar studies.

It is this dependability and fine sound quality which have made Western Electric recording equipment the favorite throughout the world.

Electrical Research Products Division Western Electric Company 120 BROADWAY, NEW YORK 5, N.Y.

Inside Stuff—Pictures

Spyros Skouras' chairmaning of the dinner committee for an Interfaith dinner to Milton Berle was figured intra-trade as being more or less sentimentally and professionally tied in with what was figured to be the comedian's forthcoming film chore for 20th-Fox. It was supposedly for a George Jessel pic, "Moon Over the Catskills." Harry Cohn, at Columbia, also ogled Berle, but Skouras was figured to have the inside track. Instead, as is reported elsewhere in this issue, Warmer Bros. snagged the comedian for a picture. All of this interest, of course, is the direct result of his TV click.

The Interfaith In Action dinner last Thursday (12) at the Waldorf has a garment industry objective, a three-chapel house of worship for all faiths. Tickets were \$50 each and, because of Berle and Skouras, it drew a surprisingly sizeable segment of radio and pix people. One highlight was co-toastmaster Harold Hoffman's recitation of a Howard Dietz lyric that "New York Is Full of People Excepting Those From New York." Ex-Gov. Hoffman (NJ), in turn, was introduced via a Joe Laurie, Jr., "profile," which was read from the rostrum. A portion of Senator J. Howard McGrath's, Mayor William O'Dwyer's and the honored guest's speeches were broadcast. Clearances kayoed a previously scheduled plan for an NBC-TV telecast. Everything was set until, once again as has happened with previous benefits of this nature, the question of "clearances" cropped up.

Plea for "atomization" of the film industry to cure the claimed mo-

Plea for "atomization" of the film industry to cure the claimed monopoly conditions is voiced by John R. McDonough, Jr., and Robert L. Winslow in the lead article of the Stanford University Law Review, April issue. The piece attacks the U. S. Supreme Court and lower bench decisions in the Government anti-trust suit as well as the Paramount and RKO settlements, and contends that the majors will continue to dominate production and distribution and the big chains, exhibition, Calling the film industry an "oligopoly" because of the small number of suppliers of product, two writers opine that competition cannot be restored unless a complete breakup of the compenies is ordered which leads to 30-40 producers and an equal number of distribs.

Article contends that the picture-by-picture and theatre-by-theatre requirement in selling film will only lead to stronger domination by the chains which "have the longest purse." At the same time, it notes that this proviso "casts film distributors in the role of public utilities, bound to serve equally all who are willing to pay." In seeking to regulate illegal practices, it goes on, the court and Dept. of Justice have ignored the fact that an "oligopoly" is an absolute bar to open competition regardless of court ukases. It suggests that the courts prohibit all vertical integration, even between production and distribution, and then force "atomization" of the circuits and a far larger number of producers and distribs.

Action of the American film companies in making pix abroad to get some use from their iced coin is currently providing fodder for the Soviet propaganda mill. Russians claim this is causing heavy unemployment in Hollywood and is also "undermining" the native pix industries in the various nations where the U. S. is making pictures. As a supplemental reason for the decline in Hollywood, say the Russians, Hollywood is turning out "mediocre, reactionary films" in the U. S.

Show biz methods were enlisted by film publicist Bob Taplinger on behalf of a "Kiss and Makeup Party," for benefit of Lady Esther's new cosmetics, at the Hotel Plaza's Rendez-Vous Room last week. Merchandising through showmanship was the keynote, with Maggi McNellis for the fashion show and Henry Morgan emceeing. Even a Feist pop, "Kiss and Make Up," was resurrected as a theme song for the shindig. Taplinger tied in a couple of his other clients, via Pimm's for the beverages and Polaroid for the celeb lensings.

Paramount's William Danziger, exploitation chief, has hit upon something different in plugging this week's preem of "Streets of Laredo" at Laredo, Texas. Instead of wiring the details of the fanfared opening under the signature of Paramount, exploiter got the Laredo Times, local newspaper, to dispatch the story via telegrams to the press. Action was calculated to give the proceedings an air of authority since the town is simultaneously celebrating its founding anniversary.

Eastern Par Execs

against a general shakeup of Par's ing Youngstein specifically stated flackery. Former ad-pub veepee for Eagle Lion plans to go ahead slowly with his supervision of Par's personnel. Despite reports to the contrary, he will not bring with relational sales confab. He is achim any of the EL staffers who have been working under him for the past two years.

Selvale in Youngstein specifically stated so. His talk this week to staffers solwlwarked that timpression. Schwalberg is due in Los Angeles, Monday (23) for the fourth companied by E. K. (Ted) O'Shea, have been working under him for the past two years.

have been working under him for the past two years.

One repercussion of the Youngstein appointment took place last week when Stanley Shuford, company's ad chief for a number of years, staged a sudden walkout. Earlier in the weck, Shuford had advised the management he could no longer work for the company unless an overall ad-pub head was named immediately. Moreover, he put in a frank bid for the spot himself. Youngstein is not expected to name a successor for several weeks.

With the EL top ad-pub job open, Leon Brandt, recently tagged to succeed Jerry Pickman as EL's asst. ad-pub chief, will probably take over Youngstein's chores. Whether Brandt holds the noteh permanently or EL's management brings in a new skipper has not been decided. However, no move is likely for the next couple of months since few new films are slated to be released by EL during that period. Youngstein's departure from EL.

so. His talk this week to staffers bulwarked that impression. Schwalberg is due in Los Angeles, Monday (23) for the fourth regional sales confab. He is accompanied by E. K. (Ted) O'Shea, his chief aide; Oscar Morgan, short subjects sales head; Fred Leroy and Richard Morgan, attorney. Holman, on his part, shoved off for the Coast during the week.

20th's Smith

Continued from page 9 =

rental and, subtracting his operat-

unless an overall ad-pub head was named immediately. Moreover, he put in a frank bid for the spot himself. Youngstein is not expected to name a successor for several weeks.

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Youngstein's departure from EL and additional pink-slips handed to ad-pub staffers brings down that company's personnel in the dept. to 14 from an -eriginal staff of 37. Latest notices were handed out last week to 11 who will be let out on a stagger basis. They will leave the company from week-will leave the company from week-will leave the company from week-roweek as their work on present releases is completed.

As for Ben Washer, eastern publicity manager, and Siegel on the Coast, their continued tenure at Par is assured, at least for the time being. Announcement nam-



IN THE BOOKINGS

with top playing time on all the top circuits coming up immediately — Loew's, Fox, Warner's, Paramount, RKO — in LOS ANGELES · MILWAUKEE · NEW ORLEANS HARRISBURG · READING · RICHMOND · BOSTON CLEVELAND · DETROIT · CINCINNATI · ROCHESTER SYRACUSE · TOLEDO · KANSAS CITY · ST. LOUIS NORFOLK · PITTSBURGH · BRIDGEPORT · JOHNSTOWN SPRINGFIELD · ATLANTA · PROVIDENCE · WILMINGTON COLUMBUS · DAYTON · EVANSVILLE · HARTFORD WASHINGTON, D.C. · LOUISVILLE · INDIANAPOLIS MIAMI · NASHVILLE · AKRON · BUFFALO · CHICAGO

"Top quality! Stirring, should please every type of audience. One of the finest photographically!"

"Suspense, drama, action. Well-knit with vigor and imagination. A film spectacle!"

— MP HERALD

"Exciting and unusual. A chance for some good old time exploitation and ballyhoo. Welcomed at the boxoffice!"

- INDEPENDENT

"Color, intrigue and adventure, suspense and an abundance of drama and action!"

— MP DAILY

"Love, adventure, fighting and hardriding to please the most ardent of action fans. Something to arouse intense excitement and cheers!"

- SHOWMEN'S TRADE REVIEW

"Spectacular chases and desert battles."
Realism of action and magnificent photography. Will insure boxoffice draw!"

— BOXOFFICE

— BOXOFFICE

"Much in spectacle, excitement values.

Strong thrill note!"

—FILM DAILY

"OUTPOST IN MOROGGO"

STATTINE RAFT

GEORGE RAFT

WITH

AKIM TAMIROFF. MARIE WINDSOR

AKIM TAMIROFF. Produced by JOSEPH N. ERNOLEFF

EVERULUM Producer SAMUE BISCHOFF. Produced by JOSEPH N. ERNOLEFF

EVERULUM Producer SAMUE BISCHOFF. PRODUCED SAINTE-COLOMBE

SCREENDIST BY CHARLES GRAYSON and PAUL OF SAINTE-COLOMBE

DIRECTED BY ROBERT FLORLY

DIRECTED BY ROBERT FLORLY

boxoffice action thru UA!

U.S. 'Nonsense' About 'Primitive' Brit. Pix Setup Denounced by Labor Chief

London, May 17.

Strong exception to the slant taken by Hollywood technicians that London pix production facilities are primitive, was voiced by George H. Elvin, general secretary of the Assn. of Cinematograph and Allied Technicians. Elvin said that if American producers and directors wished to be helpful towards British production, they would have talked the matter over before leaving England, "instead of inspiring a lot of nonsense when they got back home." If one visiting American technician a year pays him a courtesy visit, the labor chief thinks he has done well.

Elvin frankly admitted that at British film plants is handicapped by lack of materials and has still to recover from the effects of six years of war, blitz and bombs.

to recover from the effects of six years of war, bitz and bombs. During this period, applications from U. S. visitors to "guide us" in film making were conspicuous by their absence. "We got along pretty well despite all the diffaculties of time and our productions (as recent Oscars prove) show that the best of British films are at least as good as the best of those made anywhere else."

Elvin contended there have been so American cameramen employed

no American cameramen employed on American-financed or any other pictures made in this country. He also said the charge of switching of jobs is far-fetched, as well as the claim that producers rarely get a picture completed on schedule. "British trade unionists are tolerably well satisfied with their own organization," he also said.

S. AFRICAN-MADE PIC STIRS RACE DISPUTE

Cape Town, May 5.

"Sarie Marais," full-length feature film made with Afrikaans (Dutch) dialog by Unifilms and released by African Consolidated Theatres, was previewed at the Colosseum theatre, Cape Town, by Members of Parliament and the Senate, diplomatic corps and other notables. Film, which centers round the Boer War, has caused outeries from some Nationalist Party members who allege the picture depicts Afrikanders in an unfavorable light.

The matter has even been raised in Parliament, where a member

The matter has even been raised in Parliament, where a member and that the picture's whole style and background were foreign. Questions have also been asked in Parliament whether the government intends to take any steps to aafeguard the authenticity of the Great Trek film now in preparation by Sir Alexander Korda.

Brit. Exhibs Ban Another **U.S. Pic Because Teeveed**

U.S. FIC BECAUSE I GEVECO LONGON, May 17.

Another American pic, which has been televized, has been put on the banned list of the Cinematograph Exhibitors Assn., and theatre owners have been recommended not to book it. Film In question is "West of Pinto Basin" which is being distributed here by New Realm. Although the distrib does not own the TV rights, the CEA general council adheres to its policy not to book plx aired during the period of their commercial run.

A proposal from the Liverpool

mercial run.

A proposal from the Liverpool

area that distribs, whose product
is televized without previous con
ent from the CEA, should be

barred in future trade negotiations.

London Likes 'Lady'

London Likes Lady
London, May 17.

"The Lady's Not For Burning,"
Christopher Fry's sparkling play in
15th century setting, opened at
the Globe May 11, with an impeccable cast headed by John
Gielgud and Pamela Brown.
Play was warmily acclaimed. It's
sure winner with sophisticated
andiences.

Sic Transit Lyda

Vienna, May 9. Lyda Baarova, onetime Czech Instar, is now a waitress in Aigen

ministar, is now a wateress in Argen near Salzburg.

Baarova fled from Czechoslova-kia about a year ago, but local union authorities have refused to "de-Nazify" her.

Hail and Farewell

Wladimir Lissim, who resigned recently as RKO's Continental chieftain, was given a farewell luncheon Thursday (12), just before his departure from New York for Paris, by Ned Depinet, RKO prexy. Lissim went back to Eu-rope to clean up his affairs before pulling out of RKO officially.

pulling out of RKO officially.

At the luncheon were all the company's foreign execs who were in New York, including Robert Hawkinson, Bev Lyon, Bob Maroney and Don Prince; other RKO execs Garrett Van Wagner, Walter Durham and Bill Clark; and reps of Indie producers distributing through the company, including Roy Disney, William Levy, Irving Lesser, Seymour Poe and Alfred Crown.

Germans Get Pix Censor Office

Frankfurt, May 10. Plans for a "Johnston-office" type of film control has been ap-proved by state representatives of the 11 West German states. Film the 11 west German states. Film control, which was previously handled by police and state ad-ministration, is turned over to the film companies under the present

The agreement, which has been approved by the Western Military Governors, calls for a board of 15—eight representing the films and —eight representing the nims and a panel of seven representing the public. If they don't agree, final decision goes to a board of five jurists. Mainly responsible for terms of the agreement is film producer Curt Oertel.

Dutch Pix B.O. Off Due To 35% Tax; India's 50% Tax Heaviest in World

Washington, May 17.

Netherlands have declined as much as 25% in the cities and 50% in smaller communities as a result of smaller communities as a result of the heavy 35% amusement tax rate, reports the U. S. Dept. of Commerce. Report shows what a heavy tax bite can do at the b.o. and indicates that business might get considerably better in the U.S. if the 20% levy were reduced. Says the Commerce dept. report:

Says the Commerce dept, report:

"The Bioscoop Bond has been active in its program to secure general amusement tax reductions throughout the country. At present, amusement taxes are generally set at 35% of the admissions rate. The Bond believes that this rate is so high as to be detrimental to the business of its members, and that a reduction in the tax would stimulate attendance.

While the Dutch are fighting a

would stimulate attendance. While the Dutch are fighting a 35% bite, the Central Provinces and Berar, in India, have just levied a 50% tax on all but the lowest admission seats. This levy went into effect April 1 and is expected to have a crushing effect on the boxoffice. Opponents of the legislation charged that "the new tax was an attempt on the part of the government to close down another source of pleasure for the the government to close down another source of pleasure for the people," reported the Commerce Dept. Distributors in Bombay pointed out that the tax was by far the heaviest levied on admissions anywhere in the world.

Madrid Press Sore

At Legit Censoring Madrid, May 10.

Press is protesting censorship of "Las Leandras," starring Celia Gamez, Legiter was produced and was doing very well for four weeks when the Catholic Action asked for its withdrawal on the ground of immorabity, and the censorship office complied.

Madrid press is asking why, when a show has been okayed, it should be forbidden later, and at request of a private association.

Rome, May 10.

Telephone operators who speak six languages fluently, and secretaries and office personnel who are bilingual, have been hired for M-G's "Quo Vadis" filming here. Shooting will not begin until after July 1, according to Henry Henigson, MGM unit production manager.

tion manager.
Film will be produced at the Cine-Citta Studios.

Can. Film Board Series **Tests on Safety Stock** Getting Industry Eye

Ottawa, May 17.

Film industry generally will be watching the June release of the National Film Board's theatrical series, "Canada Carries On." Issue will be printed on safety stock which, although still in the experimental stage, has reached a point in development where it is believed it will stand up under a normal run in theatres.

Producers of raw stock have been Producers of raw stock have been experimenting with various base materials for some time, and test issues have been distributed in a few cases in the U. S. Close check will be kept on the CCO issue next month to determine its life and how it stands up unuder the strain and heat of filmhouse projectors.

Should cofety technique into

Should safety stock come into general use, authorities believe it may herald a new day in theatre safety.

LONDON EXHIB STRIKE THREAT IS AVERTED

London, May 17.

Threatened strike on the ex-hibiting side of the pix industry, into which studios might have been drawn, has been averted following an all-day conference be-tween the Cinematograph Exhib-itors Assn. and the National Assn.

As an immediate measure, a compromise agreement has been worked out providing for wages below \$12 a week to be upped by 15%. There are also to be increases of 12½% for wages between \$12 and \$20, and 5% where the pay is in excess of \$20.

Subsequently, a new agreement will be worked out between the two organizations, which will continue the present grading system which was introduced when the first national wage pact was put into effect two years ago.

India Pix Producer Sues on Bad Review

Madras, May 10.
History is being made in film journalism in India. The Times of India, of Bombay, is being sued by a producer of a Hindu picture for demands.

Point at issue is fact that the Point at issue is fact that the Times printed an unfavorable and damaging review of the picture which prevented it doing the busi-ness expected of it. This is the first time a case of this nature has come up before any Indian court.

Current London Shows

London, May 17.

Current London Snows
London, May 17.
(Figure shows weeks of run)
"Adv. Story." James (9).
"Annie Get Gun," Col's'm (102).
"Beaux Stratagem," Phoenix (3).
"Bless the Bride," Adclphi (108).
"Brigadoon," Majesty (5).
"Belinda Fair." (8).
"Black Chiffon," West (3).
"Black Chiffon," West (3).
"Daphine," Wynd (8).
"Dark of Moon," Ambassador (5).
"Park of Moon," Ambassador (6).
"Happiest Days," Apollo (60).
"Harvey," Wales (20).
"Heiress," Haymarket (10).
"Heiress," Haymarket (10).
"Heiress," Haymarket (10).
"Haib Button Shoes," Hipp. (22).
"Human Touch," Savoy (14).
"Lady's Burning," Globe (2).
"Latin Qt. Revue," Casino (9).
"Illac Time," Palace (4).
"Oklahoma!" Drury Lane (107).
"One Wild Oat," Garrick (24).
"Power Darkness," 4,yric (2),
"Queen Came By," York (8).
"September Tide," Ald. (23).
"Summer in Dec.," Connedy (8).
"Together Again," Vic. Pal. (110).
"Turners' Husb.," St. Mart. (3).
"Woman's Place," Vande (8).
"Worm's View," Whitchall (108).

Ray of Light Seen in Arg. \$ Situation; U. S. Films Hitting Boff B.O. Takes

RKO Managers Meet

RKO veepee and foreign chief Phil Reisman held a meeting here of territorial managers operating on the continent to meet Joseph Bellfort, appointed continental and Near East manager, vice Wladimir Lissim resigned.

Meet was attended by Joaquim Meet was attended by Joaquim Gallego, Portugal; Fernand Bour-land, Belgium; Bruno Fux, Italy; Rene Beja, Spain; Carl Wallman, Sweden; Armand Palivoda, Switz-erland; Marcel Gentel, France; Gregoty Georgou-sy, Egypt, and Louis Lioni, Holland.

GI Far East Pix Industry Big Biz

Tokyo, May 10.

Operating motion picture tneatres for American GIs throughout General MacArthur's Far East Command is big business. The Motion Picture Division of the FEC Special Services Section disclosed that as of April 1 it was operating 323 theatres with an average of 1.250.000 monthly admissions. The houses gross approximately \$250.000 a month.

GI theatres include 120 show-

proximately \$250,000 a month.
GI theatres include 120 showing 35m films and 203 employing 16m. In the former category, 84 are in Japan. 13 in the Ryukyus (Okinawa), 12 in the Matianas-Bonins, eight in the Philippines and three in Korea. Narrowgaugers are shown in 156 installations in Japan. 17 in the Ryukyus, 15 in Korea, nine in the Marianas-Bonins and six in the Philippines.

Bonins and six in the Philippines.

Approximately 2,500 GIs are employed in these theatres in their spare time. The houses exhibit 208 features a year, plus newsreels

Femme Film Producer Threatens Action If Brit. Circuits Close

London, May 10.

Having threatened to use the Board of Trade selection panel machinery in an endeavor to secure a circuit booking for her independently-made "Blue Scar," Jill Craigle has now effected a compromise arrangement with the Associated British group.

To test public reaction to this pic. Associated British fixed a series of trial bookings in six provincial centres covering a wide area of the country, with one screening in the Welsh capital of Cardiff, which is of particular in-terest in view of the coal-mining background of the production.

Miss Craigie, who directed the film on a budget of around \$300,-000, told VARIETY that if the re-000, told Variety that if the returns on the six tryouts are up to average and a circuit booking is subsequently not forthcoming, she will have no alternative but to call on the machinery of the Board of Trade selection panel which can compel circuits to show worthwhile independently made productions. In its years of existence the panel has not been invoked.

Distribution has been fixed through British Lion but the original cost cannot be recouped without circuit release.

Francesca Wholesale

Genoa, May 8.

If dispute now raging in Italo film circles is not settled soon, filmgoers may find they have four or five versions of the same subject. Francesca Da Rimini, from which to choose. Four companies—Lux, Manenti, Flora, and Gallone—Productions—have bought fullpage ads announcing their intention to start shooting a Francesca yarn without delay, while there, is a rumor that a fifth outfit has joined the melee.

Chances are best at the moment

Chances are best at the moment has refor the Gallone musical version, who rebased on the D'Annunzio-Zandonai opera being produced.

Outwardly things look pretty gloomy for Argentine film distrib-utors, as it becomes more and more

gloomy for Argentine film distributors, as it becomes more and more apparent that Argentina can dispose of foreign exchange only for the most essential of imports. From the point of view of the finance ministers currently in power, foreign films do not come under this heading.

However, insiders are beginning to see some glimmer of light, as rumors crop up of a coming commercial agreement between the U.S. and Argentina, which would allow the latter to liquidace her present huge outstanding debt to U.S. investors. There is talk of holders of dollars being allowed to import U.S. automobiles and caprial equipment with less stymying on the part of local officials than formerly.

Meanwhile, U.S. distributors in Buenos Aires are getting ready to release the last three or four pix they each have on hand. That Argentines are still avid for entertainment during the current inflation is shown by the exceptional grosses of the last few months. Sunday grosses, for instance, are estimated at \$600,000 (U.S.) for the city of Buenos Aires pix theatres alone.

"Arch of Triumph" (M-G) at the Opera and Roca theatres, grossed \$26,400, U.S.) in its first week.

the city of Buenos Aires pix theatres alone.

"Arch of Triumph" (M-G) at the Opera and Roca theatres, grossed \$26,400 (U.S.) in its first week. "Belinda" (WB) did \$132,000 (U.S.) at the Opera and Roca in nine weeks, without in any way dimming the grosses it is now drawing, in for a second run at the Normandie and Suipacha theatres.

The French picture, "Le Corbeau," which, although an oldie, went big with Argentine audiences, grossed \$55,000 (U.S.) in four weeks of simultaneous exhibition at the Biarritz and Los Angeles theatres, which are somewhat off the beaten track.

RKO's "Mr. Blanding Builds His Dream House" grossed \$43,000 (U.S.) in two weeks at the Gran Rcx, and is now packing 'em in at the Florida. "Gone with the Wind" is now in its 33rd week at the Radar (600 seats) and has grossed around \$74,000 (U.S.).

Other U.S. pix exhibited since the beginning of the year which have racked up record grosses have been "So Evil My Love" (Par), eight weeks at the Ambassador, with \$50,000; "Homecoming" (M-G) 10 weeks, \$47,600; "The Search," nine weeks, \$42,200; "Life with Father," \$39,000 in four weeks at the Premier and Ideal simultancously.

COPENHAGEN LEGIT BIZ **BOOMING; PIX SLUMP**

Copenhagen, May 10.
Legit biz is so good here, that several shows are continuing Into the summer. These will be "Oklahoma!" at the Norrebro, "Charley's in its 10th month at the homa!" at the Norrebro, "Charley's Aunt" in its 10th month at the Nygade, revival of the German operetta, "Three Small Girls," at operetta, Inree Small Girls, at the Folketeatret and "Present Laughter" at the Det Ny Teater. These legiters will supplement the summer revue entertainment, for the expected tourist influx this

The film business slump continues, with "Sitting Pretty," at the Alexandra, the only real Hollywood hit in months.

Irish Govt. Rakeoff From Show Biz Strong

Dublin, May 10.

During the past three years the ish government has garnered Irish government has ga over \$10,000,000 from the over \$10,000,000 from the crisc-tainment biz, according to Finance Minister Patrick McGilligan, in re-lying to a question in the Dail Plying to a question in the Dail (Congress). He said that in 1946-47, receipts from entertainment tax totalled \$2.564,956; in 1947-48, \$3.551,336, and 1948-49, \$4.512.332.

With re-imposition of tax on terperies, effective July 1, government income from show biz will be upped considerably.

George Kallman, head of RKO's Argentine office for many years, has resigned. Charles Rosmarin, who repped for Columbia and Mon-ogram in the Argetine, has been named to succeed Kallman.

NEWSPAPERS, TRADE PRESS, MAGAZINES — EVERYBODY SAYS IT'S Terrific — AND IT'S DOING Terrific BUSINESS!

BOSTON

"One of the screen's most heart-stopping thrillers."-Eve. American

"Tops in shocking excitement and hair-raising suspense."_Traveler

"Ranks among screen's topnotch suspense stories."-Herald

"Keeps audience on tenterhooks."

-Daily Record

"A hair-raising melodrama of the super-suspense kind."—Christian Science Monitor

"Intriguing and unusual."-Post

"If you want to be scared half to death see 'The Window'."

-Daily Globe

SAN FRANCISCO

"Could easily be the next Academy Award winner."-Examiner

"A compact thriller."

-News

"Generates almost unbearable suspense."

-Chronicle

WASHINGTON

"Fine, tingling melodrama ..."-Post

"A tingling thriller."

-Times-Herald

"Recommended without qualification."

-Eve. Star

"Merits the highest praise."-Daily News

MAGAZINES

"A first-class thriller . . . A masterpiece of builtup tension."-Look

"One of the best suspense films in ages."-Liberty

"A shocker . . . 73 minutes of taut, mounting terror."-Coronet

"A perspiring essay in suspense."-Seventeen

"One of the few genuine hair-raisers of all time."

-Family Circle

"Curious and stimulating . . . has feeling of truth in newsreel terms."

-Good Housekeeping

"Taut, almost unbearably suspenseful."

> -Saturday Review of Literature

"Will be the picture of the week everywhere." -Hedda Hopper, Syndicate

TRADE PRESS

"Gripping thriller . . . sure to have audiences talking."-M. P. Herald

"Unusual and highly original...should prove audience pleaser."

-Boxoffice

"Highly recommended... suspense excitement seldom equaled"-Variety

"Gripping melodrama... Rates much attention."

-Film Daily

"Continuous excitement and suspense . . . Apart from the usual run of melodramas."

-M. P. Daily

"Has as much suspense as has been seen in some time ... Will grip audiences aplenty.'

"Tense, exciting tale fraught with almost unbearable suspense."

-Showmen's Trade Review

"A big-time hit . . . 73 minutes of thrill-packed excitement."

-Hollywood Reporter

"A socko show . . . suspense entertainment that is seldom equaled."

-Daily Variety

"Unique thriller . . . sure to capture wide-eyed attention."-Film Bulletin

"A sensational picture... boxoffice will be very good."

> -Exhibitorating, in Independent Film Iournal



starring BARBARA HALE . BOBBY DRISCOLL . ARTHUR KENNEDY PAUL STEWART - RUTH ROMAN

Produced by Frederic Ullman, Jr. . Directed by Ted Tetzlaff . Screen Play by Mel Dinelli

40-45% Drop in Majors' Coin Intake From O'seas; Only \$50,000,000 for '49

While overseas theatre business as measured by boxoffice returns is holding up with the figures last year, revenues to the majors in terms of dollar remittances are off 40%-45% for the first four months of 1949, survey of the companies by VARIETY indicates. If the present trend continues for the balance of the year, the dollar take for the U. S. industry will hit somewhere between \$50,000.000 and \$55,000.000. Against this total. American companies garnered \$90,000.000 in 1948.

On the other hand, Yank prod-

On the other hand, Yank product is as strong now in terms of rentals figured up in native currencies as it was 12 months ago, foreign execs report. While certain foreign execs report. While certain important markets such as England and France have tapered somewhat during the period, a balancing climb in grosses has been registered elsewhere. The dip in England, not too severe so far, has been caused almost entirely by the stricter quota on American product. In France, amusement spending has dwindled during the year.

Of the 45% drop in remittances, the Anglo-American film deal ac-counts for some 35%, according to foreign dept. estimates. Roughly speaking, the \$17,000,000 plus foreign dept. estimates. Roughly speaking, the \$17.000.000 plus which can be extracted from Britain during the year ended June 30 represents one-third of the normal revenues. Monthly remittances are being made regularly, it is said, with the dollar flow about one month behind the date that they are certailly convent.

are actually earned.

Remaining 10% of the entire drop in remittances is accountable. drop in remittances is accountable by reduced or entirely shut off dollar payments from Argentine, Brazil, Peru, Italy, Chile, Egypt, Sweden, Denmark and Norway. In the Argentine, the flow of coin has been blocked for over a year. Payments from Brazil have gradually fallen behind to the point where they now lag by six months.

where they now lag by six months. Both Chile and Peru are spasmodic in permitting remittances. total of which are lagging behind last year's. Sweden has levelled a complete ban on dollar shipments while Denmark and Norway have imposed partial blocks against the movement of cash. In the case of Denmark, remittances are down to 25% of their former total. Payments from Italy, via shipment of merchandise in place of dollars, are off slightly while Egypt's total has dwindled sharply.

Although the Anglo-American agreement permits investment of frozen dollars in a number of things including production of pix, most companies are presently allowing the dollars to accumulate. One recent development is a boom in the processing of Yank films intended for foreign shipments and the making of prints. Almost all prints intended for theorem.

Intended for foreign shipments and the making of prints. Almost all prints intended for theatres other than those in the U.S. and Canada are currently being made in Britain and paid for with frozen

company toppers believe the de-cline in remittances has hit bot-tom with a levelling off process shaping for the balance of the year. No sharp upturn, however, is thought likely during the next 12 months. Company toppers believe the de-

U Exces Continued from page 9

new production program which U's

new production program which Us toppers fixed in their fall sessions. Type of production which U undertook last year was frankly experimental in nature and U's exces are now determining whether any modifications are called for. Said to be up for discussion is the matter of production ceilings. Average per-picture production nut has been brought below \$1,250.000 reportedly fixed on any one project. Some consideration

\$1.250,000 reportedly fixed on any one project. Some consideration is being given to a relaxiation of the rule to give U's lineup a sprinkling of spectacle pix.

David A. Lipton, U's national adpub director, will probably switch his headquarters to the N.Y. homeoffice. Proposed move has been mulled for some time. Transfer of Lipton's activities is likely because it is understood that Maurice Bergman, eastern ad-pub chief, is slotted for a newly-created job as executive aide to Blumberg.

Gallup Polls

aimed as determining to what extent stubholders know who won the awards and how and by whom the Oscars are dished up. Nearly all filmgoers interviewed (95%) claimed to have heard of the Academy awards, but only 10% knew precisely who makes them and

why.

Best-known in the Oscarizing was Jane Wyman's award as top actress, 63% of those interviewed naming her correctly. Only 37%, however, knew that Olivier was elected best actor, and only 18% and 10% respectively knew that Walter Huston and Claire Trevor had got themselves a golden statue as best supporting players. Seven percent thought that Olivia Decrease. as best supporting players. Seven percent thought that Olivia De-Havilland had also won one for her job in "The Snake Pit."

Other winners named with the percentage knowing each were John Huston, for best direction, 9%; "Buttons and Bows," for best song, 3%: "Treasure of Sierra Madre," for best screenplay, 2%; "Joan of Are," for best color cinematography and best costume design, 2%; "Red Shoes," for best musical score, best art direction and best set decoration, 1%.

Surprise angle of the survey was Other winners named with the

Surprise angle of the survey was that those who attend films least frequently were the best informed as to winners and how the awards were made.

Much Ballyhoo

Continued from page 9;

night (12) in Ann day night (12) in Ann Arbor, Mich., holding a special "author's preview" to honor Shirley W. Smith, former student registrar at the Univ. of Michigan, who wrote the original. For a Hollywood touch, Smith recorded his footprints in cement before Ann Arbor's Michigan theatre, with Gov. Mennen C. Williams topping the list of colors attending

Gov. Mennen C. Williams topping the list of celebs attending.

In Ne: York, both Paramount and 20th took over the top floor of Tools Shor's eatery for luncheons to plug their pix. Par had critics and the press on hand yesterday (Tues.) at a special lunch honoring board chairman Adolph Zukor and introducing Par's reissue of "Trail of the Lonesome Pine." Twentieth's luncheon today (Wed.) is for N. Y. sportswriters to screen "Spring," which has a baseball format. Metro, for its part, has hired two rooms in the Waldorf-Astoria, N. Y., next Monday (23) to screen James A. Fitzpatrick's new Technicolor short on "Mighty Manhattan."

UA's Nassers

Continued from page 3 =

UA. It was said there was talk of such an agreement some months ago, but Bischoff never went through with it.

In the meantime, UA improved its product situation by acquiring rights to "As You Like It," oldie Shakespearian film with Laurence Shakespearian film with Laurence Olivier. He is co-starred with Elisabeth Bergner, wife of Paul Czinner, who produced and directed it in England. Film was originally released in this country by Fox in 1936 with very little success. UA now plans to give it the same roadshow treatment a "Henry V" and "Hamlet." Company feels that the new technique of selling, plus the change in public taste which has taken place in the 13-year interim, as demonthe 13-year interim, as demon-strated by b.o. of the recent Shake-speare product, indicates profits.

Preem will take place at the Beacon Hill theatre, Boston, June 30.

Gross Eyes 'Rainbow'

Hollywood, May 17. First production by Edward Gross under his own independent banner will be "Riding the Rainbow," a sequel to "Chicken Every Sunday."

EL Showing a Profit

EL Showing a Profit
Despite internal difficulties
and efforts to sell control of
Eagle Lion, the company is intrinsically in a sound operating
condition if current profits
are a test, EL execs stress.
Playing up that argument,
company spokesman disclosed
that of the 10 top gims made
since July, 1947, when Arthur
Krim took over studio operations, six turned out a substantial profit, two broke even and tial profit, two broke even and two were losers. The six moneymakers gave EL a profit of \$2,800,000 while the two red-inkers spelled a loss of

reu-inkers speired a loss of \$400,000.

EL's big difficulties atem directly from whopping losses taken from first-year product which never were completely written off. Its present weekly rentals are strong and its deal with J. Arthur Rank for U. S. distribution has three more years to run. Morcover, EL anticipates a \$4,000,000 take from Rank's "Red Shoes" and hopes for another \$4,000,000 from 'reissues and tail-end selling of David O. Selznick product.

Semenenko

Continued from page 3

deal" will get his approval. deal" will get his approval. The Boston banker insists that his understanding with Young has not been weakened despite the fact that the railroad magnate is telling a number of his associates and friends that he will not consider selling the film outfit. The apparent inconsistency in Young's actions has cast a considerable aura of confusion and doubt on all proceedings.

ings.
It is understood that the chief It is understood that the chief hurdle in the Semenenko-Small negotiations, in which Arthur Krim, recently resigned EL prexy, is participating, is on the big loan owing the bank. While Semenenko is willing to make acquisition easy for Small, providing the company continues directly responsible for the \$4,000,000, the latter wants to take the unit free from the onerous obligation. In return for such a deal, Small

In return for such a deal. Small reportedly is willing to put up a \$3,000,000 revolving production fund. He wants Pathe to assume all liabilities of the company. Pathe already owes the Boston bank \$4,000,000 on advances to it and another \$3.000,000 loaned to the Anderson Co. a subsid., and made on real estate of the parent unit. Small is seeking to acquire 51% of EL's common stock, and leave Pathe with the remaining 49%.

49%.

Meanwhile, company's production future remains as clouded as ever, and the threat of a product shortage grows more urgent. Bryan Foy, indie producer, has yet to go ahead with his proposed two films for the company. "Port of New York" and "Postal Inspector." These two pix were to reopen the studio, which has been locked since last December.

last December.
Foy's wife is gravely ill, and this has kept him away from the cameras. Additionally, it is thought that he wants to hold back until the present negotiations result in the present negotiations result in a final decision, one way or the others. At any rate, regardless of reason, Foy has advised EL top-pers that he is not yet ready to start shooting, although production was originally planned in March. Semenenko and William McMill-

en. EL's vecnec in charge of opera-tions and Young's personal rep, arrived in New York yesterday (Tues.) to meet with Young on the various purchase propositions dis-cussed on the Coast.

20th Net Up

first three months of '49 totaled \$14,353,225, as against \$13,621,654 for the same period a year ago. In addition, the company paid out in royaltics for this quarter \$1,904,-140, as against \$1.489,103 in the 1948 first quarter.

Twentieth beard, meeting after the stockholders' session, voted a quarterly divvy of \$1.12½ per share on prior preferred stock, payable June 15 to record of June 1 and authorized a divvy of 50c per share on common stock, payable June 24 to record of June 1, Holders of convertible preferred stock Sunday."

Currently Gross is co-producing share, also payable June 24 to "Mrs. Mike" with Samuel Bischoff., record of June 1.

Picture Grosses

KANSAS CITY

KANSAS CITY

(Continued from page 13)
some \$15,000, and likely holds.
Last week, "Younger Brothers"
(WB), with four Warner Brothers
players on p.a. opening day,
started with bang but slipped off,
Looks nice \$13,000 in 8 days.
Tower - Uptown - Fairway
Midwest (2,100, 2,043, 700; 45-65)
"Canadian Pacific" (20th). Likely
to hit sturdy \$17,000 in 8 days.
Last week, "City Across River" (U),
alow \$11,000 in 6 days.

Joe Schenck

careless. Theatres I noticed, didn't even bother listing all the attractions on their marques. They'd put up Gable or Grable, Power or Flynn, and let it go at that. Now we must go out and sell. If we got soft with wartime prosperity we must harden ourselves to more work all over again—or else," he averred.

to more work all over again—or else." he averred.

If the 20th-Fox board refuses to accept his resignation, which he thinks is a good possibility, he'll just have to hold his theatre plans in abeyance until the end of his contract, the 20th production exec said in New York last week. He stated that his pact has about a veen to go. year to go

year to go.

[Twentieth board member and general counsel Otto E. Koegel, in answer to a question at the annual home office stockholders' meet yesterday (Tues.) disclosed that the 20th board had rejected Schenck's

yesterday (Tues.) disclosed that the 20th board had rejected Schenck's resignation.)

D. of J. Okay Unlikely
Schenck feels that it is unlikely he can get permission from the Dept. of Justice to go actively into the operation of a staing of houses while associated with a major company. He denied one legal theory that the tender of his resignation was in conformity with an agreement with the D. of J. that if the retirement was submitted to and turned down by the 20th board, the formality would free him to go ahead with the theatre plans before expiration of his term ticket. Schenck verified Variety's estimate of two weeks ago that he has in mind bringing together as one operational unit up to about 300 theatres. He placed the figure at

mate of two weeks ago that he has in mind bringing together as one operational unit up to about 300 theatres. He placed the figure at "250 to 300." These reportedly would include as a base the approximately 100 houses in which United Artists Theatre Circuit (of which Schenck is prez) has an interest, plus the 115 showcases of Mike Naify's United California Corp., approximately 40 houses to be acquired from 20th's National Theatres Corp., and possibly 30 houses of the St. Louis Amusement Co. and 44 in which Ted Gamble has an interest.

Video No Threat

In getting together his new theatre circuit, Schenck declared he has no fear of the inroads of video on film audiences. He recalled that the same trepidation concerning TV that many industryites now feel were similarly felt regarding radio. "I'm a great walker," he reminisced, "and I remember as I used to walk in the country at night I would see people in their homes huddled around their radios. Many felt sure at that time that this was the rend of the picture busi-

huddled around their radios. Many' felt sure at that this was the end of the picture business. But, instead, it went on to greater heights and, as a matter of fact, I'm sure that radio hypoed films and so will television's build-up if properly harnessed."

Schenck declared himself fully in agreement with 20th prexy Spyros Skouras' current efforts at getting higher rentals and better

getting higher rentals and better grosses via the policy announced last week. And, he added, when and if he's out of 20th and purely an exhibitor he'll still think that

"Any enlightened exhibitor must realize." he declared, "that it is a necessity that producers get better terms. If producers can't make a profit, exhibitors will have nothing to fill their screens. You can't make money with four walls. I feel that the exhibitor should pay all the film rental that the traffic will hear." Any enlightened exhibitor must

The 20th exec returned to the The 20th exec returned to the Coast from New York over the weekend. He had been in Manhattan several days following confabs with Charles P. Skouras, National Theatres topper, in Miami Beach and a vacation at the home there of his brother, Nicholas, prez of Loew's.

Belvedere' Far in Lead In Mpls., Rugged \$17,000: 'Flamingo' Fast \$13,000

Minneapolis, May 17.
"Mr. Belvedere Goes to College" is far out in lead here currently. It looms big at Radio City. Other

It looms big at Radio City. Other newcomers are not cutting much of a figure excepting "Flamingo Road," which is big.

Estimates for This Week Century (Par) (1,600; 50-70)— (Indie)
Slim \$3.500 in 6 days. Last week, "Sun Comes Up" (M-G), light \$4.500

"Sygnation" (Indie) (reissue), Slim \$3.500 in 6 days. Last week, "Sun Comes Up" (M-G), light \$4.500.

Radio City (Par) (4,000; 50-70)—
Belvedere To College" (20th), Big \$17,000. Last week, "Connecticut Yankee" (Par) (2d wk), disappointing \$10.000.

RKO - Orpheum (RKO) (2.300; 50-70)— "Walking Hills" (Col), Mild \$9.000. Last week, "Life of Riley" (U), \$9.300.

RKO-Pan (RKO) (1.600; 50-70)— "Walked by Night" (EL). Modest \$7.000. Last week, "Hitler's \$7.000. Last week, "Hitler's Khildren" (RKO) and "Behind Rising Sun" (RKO) (reissues), split with "Jungle Jim" (Col) and "Mutineers" (Col), \$7.500.

State (Par) (2.300; 50-70)— "Flamingo Road" (WB). Potent cast and film is reflecting it, Going to big \$13.000 or over. Last week, "Ma, Pa Kettle" (U), fine \$14.000. World (Mann) (400; 50-70)—

to big \$13,000 or of er. last week, "Ma, Pa Kettle" (U), fine \$14,000. World (Mann) (400; 50-70)— "Ball Game" (M-G) (3d wk). Still healthy \$4,500. Last week, \$5,000.

'Set-Up' Smash \$15,000. Mont'l; 'Mother' Hep 17G

Montreal, May 17.

Despite good weather, all theatres will show an improvement this week. Best showing is being made by "The Set-Up," big at the

Estimates for This Week
Loew's (C. T.) (2.855; 40-65)—
"Don Juan" (WB) (2d wk). Down
to \$13,000 after sock first at \$18,-

"Don Juan" (WB) (2d wk). Down to \$13,000 after sock first at \$18,500.

Capitol (C. T.) (2,412; 34-60)—
"Fighter Squadron" (WB). Trim \$15,500. Last week, "Three God-fathers" (M-G), fair \$12,000.

Palace (C. T.) (2,625; 34-60)—
"Mother Is Freshman" (20th). Nice \$17,000 or over. Last week, "Boy Green Hair" (RKO). fat \$13,500.

Princess (C. T.) (2,131; 34-60)—
"Set-Up" (RKO). Big \$15,000 or close. Last week, "Canadian Facific" (20th), strong \$12,500.

Imperial (C. T.) (1,339; 26-45)—
"Man from Co'orado" (Col) and "Manhattan Angel" (Col). Fancy \$11,000. Last week, "Unafraid" (U) and "Tucson" (20th) (2d wk), \$7,000.

Orpheum (C. T.) (1,040; 34-60)—
"Cover Up" (UA) and "Just Williams' Luck" (UA). Good \$6,000.
Last week, "Song of India" (UA) and "Strawberry Roan" (Col) (2d wk), \$4,500.

SAN FRANCISCO

(Continued from page 11)
"Arson" (SG) (2d wk). Down to \$12,500. Last week, husky \$19,000. St. Francis (Par) (1,400; 60-85)—
"Bride of Vengeance" (Par). Nice \$12,000 or near. Last week, "Ball Game" (M-G) (6th wk), down to \$4,000.

Game" (M-G) (6th wk), down 10

S4,000.

Orpheum (No. Coast) (2,448, 55

—"We Were Strangers" (Col)
(2d wk). Fair \$11,000 or close. Last
week, big \$19,500.

United Artists (No. Coast) (1,207;
55-85)—"Champion" (UA). Sock
\$12,000. Last week, "Impact" (UA)
(2d wk), \$5,200.

Stagedoor (Ackerman) (370;
\$1,20-\$2,40)—"Hamlet" (U) (27th
wk). Down to \$4,200. Last week.
\$4,700.

Esquire (No. Coast) (955; 55-85)
—"Champion" (UA). Wow \$9,000.

Last week, "Carmen" (Indie) and
"Shoeshine" (Indie) (reissues) (2d
wk), good \$7,200 in 10 days.
Clay (Roesner) (400; 65-85)—
"Mons. Vincent" (Lopert) (5th wk).
Trim \$3,500. Last week, about
same.

BUFFALO

BUFFALO

(Continued from page 13)
week, "Casablanca" (WB) and "Continued from page 13)
week, "Casablanca" (WB) and "Continued from page 13)
Wen" (WB) (reissues) big \$7.200.
Lafayete (Basil) (3,000, 40-70)
"Undercover Man" (Col) and "Make Believe Ballroom" (Col).
Trim \$13,000. Last week, "Cruss" (U) and "Shamrock Hill"
(EL), \$9,500.
Century (20th Cent.) (3,000, 40-70)—"Outpost In Morocco" (UA).
Fine \$12,000 or near. Last week, "Wake of Red Witch" (Rep) and "Duke of Chicago" (Rep), \$10,000.

THE AMBOY HE NAKED CITY" OF BROOKLYN

The lines nat started

Capitol Theatre NEW YORK

Set the pace for Broadway during World Premiere extended run!

> Boston Theatre BOSTON

Held over after terrific first week applauded by audience and critics alike as top entertainment

Oriental Theatre

CHICAGO Held over after chalking up one of year's biggest grosses!

Playing Tower, Uptown and

Fairway, day-and-date, to outstanding business!

Loew's Grand Theatre

ATLANTA

Not even a paralyzing transportation strike kept the crowds away!

Downtown Theatre

DETROIT

"Terrific" is the only way to describe it here!

Five Theatre Combination

LOS ANGELES

Terrific opening to set new high for the year!

Harris Theatre

PITTSBURGH

Stand-up business for one of biggest grosses on any U-I picture!

MIAMI

Played Miami, Lincoln, Mi day-and-date, "out of se to top "in-season" gross!

Now watch the lines form for

"The LADY-GAMBLES"

World Premiere, Criterion Theatre, New York, May 20

ILLEGAL ENTRY," Washington Invitation Premiere, June 8

CALAMITY JANE and SAM BASS

World Premiere, Dallas, June 8 with 350-city territorial openings!



SUE ENGLAND . BARBARA WHITING

and introducing "THE DUKES" Screenplay by Maxwell Shane and Dennis Cooper Produced and Directed by MAXWELL SHANE A UNIVERSAL-INTERNATIONAL PICTURE

Back the Motion Picture Industry's U. S. SAVINGS BONDS, DRIVE, May 16 - June 30

Film Reviews

The Last Days of Dolwyn use of the Welsh language and the constant Welsh dialect may prove a deterrent in America, the production should have some appeal to the art house trade.

Entire story is staged in the picturesque village of Dolwyn. The normal calm routine of the countryside is disturbed by the arrival of a city slicker who wants to buy up the entire district for a water development project. At the last moment his plans are frustrated, and in order to revenge his boyhood excommunication at the hands of the villagers, he attempts to set the village on fire. But here again he is thwarted, and when in an ensuing fight he is killed by one of the villagers, the latter's mother releases the dam controls and floods the village to conceal the crime.

The theme is developed quietly

floods the village to conceal the crime.

The theme is developed quietly and persuasively and relies for its effect on the excellent character-leation of the village types.

Edith Evans contributes a dominating but not aggressive performance as the widow who floods the village. Hers is a sincere interpretation of the simple peasant type who fears upheaval from her native home. Williams on the other hand is the aggressive, conceited city slicker relentlessly pursuing his own plans without concern of the damage they may inflict upon others.

Peddlin' in Society

"Ba Bancarella a Bancarotta")
("Da Bancarella a Bancarotta")
(ITALIAN)

Lux production and release. Stars Anna lagnani. Directed by Gennaso Righelli. amera. Aldo Touti music. E. Monta-min. English titles, Care Catalano. Premin. English titles, Care Catalano. Preto MINS. X. April 26, 48. Rusumm time.

5 MINS. Anna Massenil. Anna Magnani
Vittorio De Sica
Virgilio Riento
Laura Gore
Zora Pizzza Gloconda Count Ghirani Don Nicola Anna (the maid) Col. Bardago Tranquil (the boy)

(In Italian; English Titles)
"Peddlin' in Society," an Italian
import, is another tour de force for
Anna Magnani who strides through Anna Magnani who strides through the film with gusto. Boxoffice appeal of the picture chiefly hinges upon the Magnani name since other aspects of the entry seldon rise above the ordinary. Picture's market will likely be limited to the art houses and theatres whose type of patronage make it worthwhile to play an occasional Italian film. An erstwhile fruit vendor, Miss Magnani has become wealthy through black market trafficking. Stepping into society she leases an

Magnani has become wealthy through black market trafficking. Stepping into society she leases an elaborate villa from an impoverished count. However, her excursion into the world of opulence is shortlived due to unwise investments coupled with the depredations of thicving hangers-on. With her finds gone, she returns to the vegetable stalls.

"Peddlin' in Society" is a noisy, discordant film marked not only by Miss Magnani's constant chaiter, but by the comings and goings of a variety of other individuals who flit in and out of the sequences without much rhyme or reason. Film's star swaggers about in her newly acquired finery and even contribs one vocal number.

As the voluble society adventurer, Miss Magnani is cast to perfection. Vittorio De Sica is fair as the count. Others are so-so, Direction of Gennaro Righelli is medicines.

count. Others are so-so. Direction of Gennaro Righelli is mediocre while camera work of Aldo Tonti te fair.

Gilb.

Sperduti Nel Buio

Sperduit Nel Baio
("Lost In The Dark")
(TALIAN)
Favorite Filhes reges of Fortundo
isiano production, especial series ("International Fortification of Forting of Fort

Running time, 93 MINS	
Nunzio	Vittorio de Sica
Paolina	Figrella Berli
P; clo Nardone	Enrico Gleri
Livla	Jacousline Marris
The Duke of Vallenza	Sandro Rudini
Fran Cardillo	Luis: Pavese
Emilla Cardillo	Olea Salbelli
Ciccillo	Agostino Salvietti
Lanzillo	Giusenne Povelti
Giovanni	1 eo Dale
Carmeniello	Nello Male
Concettina	Tina Pica
	_

(In Italian; English Titles)
A tear-jerker that pulls all the sentimental stops, "Lost In The Dark" is strictly for the Italian-lenguage nabes.
Story deals with the pathetic lives of a trio of Neapolitan street musicians: a blind violinist, a deaf clarinetist and the 18-year-old girl they have taught to sing with them. The girl is the illegitimate child of a wealthy duke, which provides some bronic scenes contracting the minstrels' poverty with the easy pleasures of high society. The vio-

The Last Days of Dolwyn | linist finally learns the girl's iden-

linist finally learns the girl's identity and rushes to the nobleman, arriving a few moments after his death. The girl, meanwhile, has fallen in love with a sailor and istorn between love for the tar and pily for the violinist who has befriended her. Love wins out and she runs off with the mariner.

Within the framework of this weeps saga, the film manages to catch the pathos of the situation and presents realistically a number of well-delineated characters. Vittorio de Sica scores heavily as the sightless fiddler, particularly in the sequence in which he discovers that his protegee has left and he dashes frantically down the tortuous streets of Naples. Fiorella Berti is appealing as the girl and Sandro Ruffini handles the duke's role sensitively. Lensing is excelent and direction is good, with occasional comic touches lightening the hasically tragic tale. comic touches lightening the basically tragic tale. Bril.

Carmela

(TATLIAN)

Lopert release of Nazional Cine (Eugenio Fontana) production. Stars Doris Durante. Pal Javor; features Aldo Silvanl. Bella Starace Sainati, Egisto Olivieri. Directed by Flavio Caltavara. Screenplay mousa: based on story by Edmonde De Anicia: camera. Gabor Pozany; music. Franco Sacavola English titles. Nat Hoffberg, At Squire. N. Y. week May 13, 49, Campile Line, 84 MINS. Doris Durante

	Carmela	
-	Lt. Salvini	Pal Javor
	Dr. Cavagnettl	Aldo Silvani
	Mayor	Egisto Olivieri
	Mayor's Wife A	nna Capodaglio
	Carmela's Mother Bella	Starace Sainati
	Teresita	Enza Delbi

(In Italian: English Titles)

(In Italian; English Titles)
While not a firstrate import,
'Carmela'' is an intriguing psychological study that should click in
the Italian subsequent-runs and as
a dualer in arty situations.
Pic is essentially a portrait of a
small prison-isle near Sicily, where
the lives of the islanders are narrow and strict and the only diversion is provided by the changing of
the military garrison every three
months. Central character, Carmela, is a fiery girl crazed after
being jilled by a lieutenant three
years before film opens. When a
new officer appears, she thinks he
is her old lover, throws herself at
him, then fights him off wildly.
The officer learning the true situation, tries to cure her by posing as
the vanished beau, eventually falling in love with the troubled
beauty himself.

Doris Durante is intense as the
mad Caruela her role demanding

beauty himself.

Doris Durante is intense as the mad Carmela, her role demanding great flexibility and sudden changes from passion to innocence, from quiet moodiness to violent hate. Pal Javor is believable as the officer. Bella Starace Sainati as the mother and Aldo Silvani as the doctor contribute fine thesping bits.

bits.

Camera handling gets full value from the picturesque old isle with its sleep winding alleys and houses nestled in rocky cliffs. Effective use is made of closeups, particularly those of Miss Durante's chiseled and expressive face. Lighting is dramatic and in a low, brooding key.

Gnaglio (Hey. Boy)

(ITALIAN)	
Lux release of Gigi Martello-Carlo	Ponti
production. Features Adolfo Celi.	Tina
Pica, Mario Russo, Carlo Della Posta	. Di-
rected by Luigi Comencini, Screen	nplay.
Comencini and Suso Cecchi D'A	mico:
camera. Aldo Tonli: music. Nino	Rota:
English titles, Clare Cualano	Pre-
viewed N. Y., April 27, 19 Lu	nning

Viewed N.	Y	April	27.	 1. unning
time. NK A	IINS.			
Don Pietro				Adolfo Cel
Maddalena				Tina Plea
Peppinello				Mario Russo
Frankie			. I.uig	Dermastre
Eddie			. An	tonlo Cirell
The Count			Carlo	Della Posta
Police Chie	f			G. F. Mattia
The Bishop			C:	arlo Barbier.
Totonno		Cl	emente	De Michele
30 Urching				Themselves

ing and the squalor in which they live are lensed with a documentary punch. But they are not without humor, catching the robust, earthy quality which distinguishes many recent Italian pix.

Thesping is on a high level. Celi turns in a sincere performance. The kid actors, many of them picked up from the streets, do a good job. On the whole the treatment avoids the maudlin and sentimental, but in a couple of spots the juve hero, Mario Russo, is too saccharine.

The Germans Strike Again (GREEK)

Helbanco Distributing release of Finos Films production. Stars Basil Logothe-tidi; features Costas Tagarneas. Direct by Alecos Sakellariou, Camera, Phote-Arco: English titles, Eutpaile V. Sisrks. Acro. English titles, Eutpaile V. Sisrks. Running time, pl MIAS.

(In Greek; English Titles)

tln Greek; English Titles). This is a minor item for the American market. Its bulk revenue must come only from Greekspeaking audiences because, obviously, those understanding the language rate it hilariously funny. Translation to English via film titles misses lots of the nuances and inneundoes. While falling to measure up to U. S. production standards, it is far superior to some of product out of Greece prewar. Picture hints that Greek film studios are trying for a portion of the world market and are making progress.

studios are trying for a portion of the world market and are making progress.

Story starts in Athens of postwar reconstruction era when there existed a sharp political division and plenty of neighborhood bickering. With this as a background, plot shows the hero falling asleep and in his dream doing a retake of many things that happened to him during the last war.

This permits many farcial touches though most American audiences will think there are far too much gesticulating and hokum. Yarn winds up in an insane asylum which is a rendezvous for the Greek Resistance patriots.

Basil Logothedtidi, a polished actor from the Greek stage, does well enough in the principal role. Reminding of Raimu, he also overmuggs, indicating that he is not used to playing before a camera. Costas Tsaganeas, a capable actor, is submerged as an asylum patient. Supporting cast, recruited mainly from the Greek stage, do far too much posing and declaiming but the director should take the rap for much of this.

Le Silence De La Mer

('Silence of the Sea')
(FRENCH)

(FRENCH)

Pantheon release of Pietre Braunberger production. Stars Howards and Pietre Braunberger production. Stars Howards Robin Josephere Robin Josephere Melvill Gassistant derived Jacques Guymont. Music Edgar Bischoff: cameraman. Henri Decae. At Gaund Palace. Paris. May 1, '49. Running time, 100 MJNS.

Von	Ebrenn	ac				,			lloward	Vernor
Gene	vieve								Nicole S ean-Marie	Lephane
				_		_	_	_		

Genevieve Nicole Stephane The Uncle Jean-Marie Robain

"Le Silence de la Mer" was one of the most famous books written during the occupation of France. Written by Vercors, it was printed and distributed by the underground. While the book was a beautiful piece of work the screen adaptation unfortunately is not so well done. The pic will definitely run into trouble in the States since the dialog, the most important thing in the picture, will be lost to American audiences.

A good majority of the scenes take place in a living room with little or no action on the part of the characters. The pic is a psychological study of a niece and her uncle who give a billeted German officer the freeze. They refuse to speak to the Nazi and he, in turn, a cultured person, is forced into one monolog after another.

Howard Vernon is the only one who has a chance to act in the film and as the German officer he turns in a convincing job. The interiors are dull and there is nothing visual to hold the viewer's attention.

The music sets the mood, but by sticking too close to the book, director Jean-Pierre Melville has turned "Le Silence de la Mer" into a still photograph rather than a moving picture.

St. Louis Booth Blaze **Burns 2 Projectionists**

St. Louis, May 17.

Two Negro projectionists in New London theatre, Negro house, were injured last week when they inhaled smoke from burning film in projection booth. An audience of 300 filed out in an orderly man-

ner when management announced the show was being discontinued. Blaze started, apparently, from a short circuit. Damage was about

Anglo-U. S. Film Plan

Independent Motion Picture Producers, the extent of disagreement among the major companies themselves was evident at the meeting of the Motion Picture Export Assn.'s exec committee last Friday.

Arthur Loew's Attack
Split was so wide that immediately following espousal of the agreement by Metro prexy Nicholas M. Schenck, who was one of the Washington negotiators, his foreign chief, Arthur M. Loew, got up and bitterly attacked the plan. Grad Sears, United Artists prez. was another who took considerable floor time to ridicule the scheme, although he admitted that he was ready to take immediate advantage of it if it would relieve UA's tight booking situation in England.
Universal came out flatfootedly against the plan, declaring it would prefer to stick to its present reciprocal pact with J. Arthur Rank. Defending the agreement were Schenck, Paramount prez Baney Balaban and Motion Picture Assn. of America chief Eric Johnston, who negotiated it for the Americans.

Even more vociferously in favor Even more vociferously in favor of it than they, however, was 20th-fox prez Spyros Skouras. He came out strongly for "brotherhood with the British industry" and suggested that Yank firms might aid it to the extent of \$10,000,000, rather than the proposed subsidy, which is figured to amount to about \$4,000,000 (£1,000,000).

More Confusion

wou,000 (£1,000,000).

More Confusion
Friday's session broke up with
considerable confusion evident
among those present as to the
meaning of various terms of the
proposed agreement. There meaning of various terms of the proposed agreement. There was even confusion when Johnston issued a statement later that Loew had been named chairman of a subcommittee to give further study to the proposals. No one was sure that Loew had accepted, although confirmation was obtained from his office later. Several others of those present refused to accept membership on the subcommittee, and up to yesterday (Tuesday)

membership on the subcommittee, and up to yesterday (Tuesday) afternoon no disclosure had yet been made of the committeemen. Great portion of the meeting was consumed with the subsidy aspects of the proposals for aiding British product and the rest with how the playing time for the 100 pix would be divived. Sears, in his critical questioning of the three negotiators, brought out a number of facts. One of these was that the definition of "British earnings" agreed on includes coin paid by the definition of "British earnings" agreed on includes coin paid by U.S. companies for outright purchase of American rights to British pix. Such deals have been made by 20th-Fox, Samuel Goldwyn and David O. Selznick with Korda. That would materially add to the amount of subsidy paid to the British, although this same income is not counted to the advantage of the Americans in the dollar pool set up under the Johnston-Wilson agreement of March, 1948.

Sears asked Thetorically if the "subsidy isn't being paid in con-

March, 1948.

Sears asked rhetorically if the "subsidy isn't being paid in consideration for circuit bookings?"

He then suggested that the payment apparently would have to be made by a company whether it, in particular, got bookings or not. Inference was that UA's contribu-tion might be aiding 20th-Fox, for instance, to get bookings while it does little good for UA itself,

French Non-Communicative

French Non-Communicative London, May 17.

Having declared at the outset of the London press conference on the Washington conference that the Anglo-American Council meeting had been the best-kept secret since he had joined the industry. Sir Henry L. French, who acted as spokesman for the British Film Producerts Assn., made it quite plain that he intended it should remain so. The official handout revealed little other than a denial of reports that the British delegation was advocating a cut in the 40% quota starting next October tion was advocating a cut in the 40% quota starting next October and in his own amplification of the statement he gave little away.

The BFPA mouthpiece explained

The BFPA mouthpiece explained that the British delegation participated in the Washington talks on the basis of not making any direct demands, but seeking to establish harmonious relations between the industries of both countries. French felt that the progress was very substantial, and the BFPA State Choard, which considered the delegates reports at its meeting last wayer.

Dept. of Justice by the Society of Independent Motion Picture Producers, the extent of disagreement among the major companies themselves was evident at the meeting of the Motion Picture Export Assn.'s exec committee last Friday.

Arthur Loew's Attack
Split was so wide that immediately effectively are reserved of the angle Kords. ander Korda.

ander Korda.

Basis of the Washington discussion has been made the subject of verhal and written reports to Board of Trade president Harold Wilson, and on the eve of his departure for trade talks in Canada he advised the BFPA that the proposals would require "very careful study against the background of our existing legislation and of the report which I expect to receive in due course from the committee on distribution and exhibition." Wilson heartily welcomed the initiative taken by leaders of the two industries and hoped it would lead "to the speedy removal of any misunderstandings that have clouded their relations."

French and Korda have booked passages on the Queen Mary May 28 in order to attend the New York talks next month. Basis of the Washington discus-

Bernhard-FC

Continued from page 4 :

shares each of the latter's stock. At the market value at the time, that amounted to \$240,000 for each At the market value at the time, that amounted to \$240,000 for each of the two owners. Present value of the shares is around \$100,000,

of the shares is around \$100.000, reflecting the general drop in the stock market.

Alperson's Position
Alperson, who bowed out of all active association with FC when the deal was made, will in no way be affected by the new agreement. He'll continue to how his Cinecolor shares. Bernhard, however, in return for 100% of the FC common. will give back to Cinecolor the 40.000 shares he received, plus another 40,000 representing what another 40,000 representing what was paid Alperson. He and his associates have been acquiring the second 40,000 on the market over some time. Bernhard, who served as prez of

both FC and Cinecolor until he resigned he latter post a few months ago in preparation for the splitup, will have complete control of FC under the new arrangement.
While Cinecolor will lose all of its
voting power, it will continue to
retain a heavy financial interest in
the distributing company via about
\$550,000 in bonds.

\$550,000 in bonds.

Cinecolor is a publicly-owned corporation with the Donner Estate of Philadelphia the largest single stockholder. It has about 15% of the outstanding shares. That ratio will be increased by the return to will be increased by the return to the corporation's treasury of the 80,000 shares by Bernhard.

Bernhard is currently on the Coast for a 10-day visit on product deals.

Italy's Subsidy

Continued from page 5

on deposit is repayable in 10 years without interest. Fund in which it will be deposited will lend capital at 6% interest to Italian producers up to a maximum of 70% of their budgets. Pictures made jointly by U. S. and Italian producers may be similarly financed. Half of the interest received on this money would be used for ex-

Malf of the interest receives on this money would be used for ex-penses of management of the fund, while the other half would be used to establish an agency in New York for importation of Italian

Both the American majors and the Italians are sympathetic to the deposit system because they believe it will keep out inferior U.S. product which has flooded this market. It is felt that distribs of the cheapies won't find it profitable to put up the 2,500,000 line if there's no-prospect of their pix earning much more than that. Bill was submitted to parliament last week by Undersecretary of State Giulio Andreotti, who has had numerous confabs on it with

had numerous confabs on it with

20th Stockholders Shown Large-Screen

Twentieth Century-Fox prez Spyros P. Skouras, unveiling the company's large-screen theatre television system to company stock-holders for the first time yesterday (Tues.), revealed that 20th has ap-plied to the Federal Communica-tions Commission for a special utra-high frequency channel for exclusive theatre TV use utra-high frequency channel for exclusive theatre TV use.

exclusive theatre TV use.

He explained the move as the first of two necessary to swing into operation 20th's proposed experimentation with theatre TV in Fox-West Coast theatres. Second requirement, he said, is availability of equipment and he added the company is now working with RCA for delivery of 25 theatre tele units. Once both these requirements are net. Skouras said, it will take at least 18 months before the final tests can be started.

Linder necent plans tests are to

tests can be started.

Under present plans, tests are to be run in 22 F-WC houses, which will be fed daily theatre tele shows originating at Grauman's Chinese Theatre. Hollywood, Skouras detailed the collaboration, between 20th and RCA in developing the instantaneous projection system during the last two years, following which a special demonstration was held utilizing the screen of the h.o. projection room.

Taking part in the 15-minute

ho, projection room.

Taking part in the 15-minuteshow were songstress Joan Edwards; 20th contractees Dick Haymes, currently personaling at the Roxy, and Richard Conte; also Fox-Movietone narrator Ed Thorgensen. Acts worked in the adiunin; office of 20th sales exec William C. Gehring, which was converted into a studio for the demonstration.

20th Sells Houses

Continued from page 3 =

productions costs. In 1947, Skouras said, 20th released 18 pix with an average production budget of \$2, 300,000. In '48, releases climbed to 21 while the per-pic cost dipped to \$1,783,000 in '49 with 24 films released.

leased.

In response to stockholder-queries on television, 20th's skipper declared. We value our Inventory too highly to dissipate it. But the time will come when we must decide which films should be released to television and which should be held exclusively for theatres." At the present time, he said, it is not economically sound to sell pix to video.

Majors' Backlog

Continued from page 9

speedup in filmmaking which will carry over through the summer. Until these companies give the go-ahead to faster releasing, backlog will continue growing.

Readily Liquidated

Readily Liquidated

The big accumulation of completed plx dramatizes pix toppers' convictions that product is now fair-priced on cost and readily liquidated. Trend, now reversed, was to keep the shelves light untit costs slopped climbing. Lineup of a big new inventory signals the saler waters ahead in view of the culback in per-picture costs of features.

Another surprise in the present situation is the fact that RKO lead-all other majors in the number of features ready-to-go. With its list

features ready-to-go. With its list of both studio-made and Indie product. RKO has 22 pix in the completed-and-unreleased bracket lenge, the company only recently faced with a product shortage is set to speed up its releasing pace.

Columbia is in second spot with 20 features in the cans besides a number-of westerns. Tabulation on other majors is 19 for Paramount; 16 for Metro and Warners; 11 for 20th-Fox and United Artists; and 10 for Universal. Latter out-th also has three British films of J. Arthur Rank stated for general release.

Despite the fact the 20th-Fox studios are operating far ahead of the company's release enhanced the company's re-sales veepee Andy release schedule, ndy W. Smith, Jr., sales veepee Andy W. Smith. Jr., this week indicated there is to be no step-up in releases, announcing seven new pictures for distribu-tion during June, July and August. Company is thus going along with other major distribs in building a biggee backlog of product.

Rank's Affiliates

Continued from page 5

Theatre Telecasts hecause Rank's General Film Delivery handles all U's product in England.

Now, it is understood, U intends to take advantage of the recoupment provision. The fremendous earnings of "Hamlet," already past the \$1,300.000 figure in the U. S., makes the move possible where minor earnings previously would not. If U presses its action, a dispute with the other major companies is likely over the entire transaction. The big poser on such action is whether U waived its rights under the Rank deal when the Motion Picture Assn. of Now, it is understood, on such action is whether U waived its rights under the Rank deal when the Motion Picture Assn. of America, of which it is a member, made its pact with the British Board of Trade.

Board of Trade.

Parallel transactions by David
O Selznick and Samuel Goldwyn
with Sir Alexander Korda have
taken other big British properties
outside the pool. Selznick has
bought U. S. rights to Korda's
"Fallen Idol" for frozen pounds.
Siace no dollars can be earned by
"Idol" none can land in the pool.
Moreover, he has a similar arrangement for four other Korda
filoss, first of which is "Man Running." Carot Reed production.
Goldwyn, on his part, has bought
Korda's "The Return of the Pimpernel" for frozen pounds. Korda's "The Return of the pernel" for frozen pounds.

pernel" for frozen pounds.

Waiving of convertibility by EL and U has its manifest advantages. Instead of being bound by the narrow limits of the Anglo-American pact and taking a small part of their product's earnings in Britain, they are able to use the big rectals from "Hamlet" and "Shoes" for that purpose. Indicating the importance of those revenues, "Hamlet" has been doing better than \$60,000 weekly in distribrevenues and "Shoes" better than \$50,000.

By making the deal, EL is assured of more than breakeven take for "Tulsa," it is indicated by the company. Pic. most expensive put out by the company, has a negative cost of \$1,600,000.

Selznick's 2d

Continued from page 5 ;

"Capri Incident" and it probably will be released in the fall. Korda retains rights to it everywhere except America, for which territory Selznick made an outright buy in dollars and frozen lire.

This marks the second Korda pic that Selznick has purchased for the Western Hemisphere.

pic that Selznick has purchased for the Western Hemisphere. Fallen Idol," the initialer, is now being prepped for release and probably will preem at the Sutton, N. Y., in August. In addition, Selznick has a deal with Korda for American rights to a series of four pix to be produced abroad. First of these, expected shortly, is "The Third Man." produced and directed by Carol Reed. That will be followed by the Jennifer Jones starrer, "Gone to Earth."

starrer, "Gone to Earth."

SRO has been suffering for set SRO has been suffering for several years from a dearth of product, having been dependent on the personal output of DOS. Latter left last week for Europe to be gone for six mooths or a year and has given Deneau and financial v.p. Leonard Case in New York, and exees Dan O'Shea and E. L. Scanton on the Coast more or less a free hand to obtain outside product to hypo the operation. They have a flock of deals now pending for Hollywood pix and one for a foreign-made. foreign-made.

EL's Load

Continued from page 5 =

present difficult period when it is faced with a product shortage of homenade Yank films. Scarcity has been caused by a shuttering of the company's studio lasting now for five months. Indicating the bulwarking process is the 'company announcement that of the five pix slated for June release, three come from the British lots.

Fight new ones going to U are

rom the British lots.

Eight new ones going to U are Camelbound Cavalier." "Portrait from Lite." "Eureka Stockade" (Anssie-made), "Once a Jolly Swagman." "It's Hard to be Good." "Here Comes the Huggetts." "Vote for Huggett" and "Third Time." Most of these pix will land in the Prestige slate.

Nine of EL's British films are currently in release. Balance will be tested during the year.

How She Is Played

Hollywood, May 17.

Norman Wright Productions has completed a series of 20 shorts filmed during the N. Y. Giants training season at Phoenix and at the Polo Grounds.

Films, accompanied by narra-tion, are designed to correct the mistakes of young players and show them how baseball is played in the big leagues.

Par's Credit

intinued from page 3

Manufacturers Trust Co. and Bank-

Manufacturers Trust Co. and Bankers Trust Co. of N. Y.
Money is available to Par at any time until Feb. 1, 1950. Interest rate is fixed at 314% before maturity and 5% after maturity. All notes would fall due within six months of making, or on Feb. 1, 1950, whichever date happens to be the earlier. If Paramount transfers certain theatre assets prior to the Feb. 1 date, then the notes immediately become due. A 12% commitment rate is paid for unused portions of the credit.

used portions of the credit.

When the new theatre company is formed, the agreement provides, it will assume the entire debt including the \$17,500,000 borrowed by the production-distribution unit. In that event, longterm debentures will be issued to the banks to evidence the loans.

Of the \$30,000,000 credit. First National is undertaking a \$12,000.-000 slice; Manufacturers Trust, \$9.-600,000, and Bankers Trust \$8,-

Par Stabilizes Top-Bracket Payroll At \$8,000,000 for 2nd Straight Year

Indicating that the panic is off.
Paramount brought its payroll nut
the top the part of th

of \$11,965,480.

Par halted its slashing of salary overhead despite the continued tapering of net profits during last year and this. Ending of the economy drive points up the belief of company studioltes that picture costs, so far as exec and talent payrolls are concerned, have been brought within reason with reference to the potentials of the domestic and foreign markets.

Although the panic is of ...Par's

earnings, along with other majors, reflect the drop in remittances from Britain brought on by the Anglo-American film pact. Reporting this week on its take for the first quarter of 1949, Parshowed a net of \$5,675,000 against \$7,760,000 in the comparative period of '48. British situations became effective June 14, 1948.

came effective June 14, 1948.
While the take is substantially behind early '48, it compares favorably with the \$4.342.102 earned in the last quarter of the past year and the \$6,445.000 scored in the third stanza. In both instances, of course, the British freeze was on, thereby demonstrating that the dip derived from overseas rather than the domestic situation. the domestic situation.

Quarterly take represents per-share earnings of 86c on 6,609,739 outstanding, against \$1.11 last year on 6,987,039 in stockholders' hands.

Metro Finally Settles On Writers for 'Saga'

Hollywood, May 17.
Expert accountants in the Screen
Writers Gulld finally figured out
screenplay credits on Metro's
"Forsyte Saga," for which 17
scripts had been turned in by numerous writers over a period of

Winners are John Lustlg, Ivan Tors and James B. Williams, with Arthur Wimperis getting credit



Here, at last, is an uproarious and revealing portrait of America's fabulous funnyman! You'll find out where Fields really got that bulbous nose and gravelly voice. You'll learn why he kept 700 bank accounts... and how his first real job turned him against water for life. You'll howl over a host of side-splitting antics and anecdotes never before published. Don't miss this hilarious, 8-part biography by Robert Lewis Taylor. Begin it in the May 21 issue of The Saturday Evening Post—on sale May 18. Be sure to get your copy!

W.C. FIELDS: ROWDY KING OF COMEDY

by Robert Lewis Taylor



Clips from Film Row

NEW YORK

Annual election of the New Jersey Theatre Owners Assn. slated at Passaic, May 25. Gael Sullivan, exec director of TOA, will be principal gabber with Walter Reade, Jr., co-chairman of TOA's television committee, joining to report on theatre television. Business meet will be followed by a beefateak dinner honoring Sullivan and Edward Lachman, prez of Jersey Allied, exhib co-chairmen of the film industry's participation in the U. S. savings bond drive.

Jim Connolly upped to branch manager of 20th-Fox's Boston exchange, succeeding Ed Callahan, who was promoted last week to New England division manager. Callahan is one of the new division managers named in 20th's departmental realignment, effected to turn over greater authority on selling pictures to its sales staff in the field.

turn over greater authority on selling pictures to its sales staff in the field.

MINNEAPOLIS

MINNEAPOLIS

What may be start of general
move by territory drive-in operators to seek earlier availability is
announcement by Ralph Green,
manager of a drive-in chain, that
he would demand 28-day clearance from his Rochester, Minn.,
drive-in.
Walter Branson, RKO Western
sales manager, and some of company's legalites due here to
straighten out clearance muddle
because of many demands for 28day availability and a proposed
new 35-day slot from independent
exhibitors. Two more neighborhood houses, Minnesota Amus, Co.
Arion, and 56-day independent
Hollywood, just added to 28-day
list.
Roger Bietz and Elaine Norby
switched from, Paramount to Columbia, the former to become booker and latter to be branch manager's secretary.
North Central Allied singled out

umbia, the former to become booker and latter to be branch manager's secretary.

North Central Allied singled out 8. D. Kane, executive counsel, for his work at recent Minnesota legislative session against anti-industry bill.

Tom McGinty, new Paramount booker, succeeds Roger Dietz who resigned to take similar position with Columbia.

Joe Murphy, formerly with Republic in Milwaukee, an addition of Paramount sales staff, replacing Harry Chapman, resigned.

H. M. Richey and Leon Bamberger, M-G-M and RKO exhibitor relations execs, to speak at North Central Allied annual convention here May 23-24.

KANSAS CITY

Bob Herrell transferred from Realart's Des Moines exchange to Kansas City as branch manager. Joe Foley, formerly with Eagle Lion, replaces Herrell in Des

Joe Foley, formerly with Eagle Lion, replaces Herreil in Des Moines.
Durwood Theatres will move headquarters from present downtown location to a site next door to local film row about July 1. Work has started on a new one-atory building at 18th and Baltimore, at the east end of film row. The building will have about 2.000 square feet of office space and will provide a parking area for employees' cars, according to Stanley Durwood, v.p. and general manager. The circuit has had offices in the Waldheim building in

New York Theatres

DANA ANDREWS MAUREEN O'HARA

"FORBIDDEN STREET"

A 20th Century For Picture
Variety Stage—DICK HAYMER, Others
On his Stage—"RHAPSODY"
Starring ARNOLD SHODA

ROXY 71h Ave. 4

RADIO CITY MUSIC HALL

James Stewart - June Allyson "THE STRATTON STORY"

SAM WOOD PRODUCTION SPECTACULAR STAGE PRESENTATION



the center of the downtown business district since 1943. The new building will be the headquarters for operation of the circuit's 12 theatres located in St. Joseph, Jefferson City and Kansas City, Mo, and Leavenworth, Kans. Ed D. Durwood is president of the company

pany.

Joe Neger shifted by 20th-Fox to handle the local exchange in the absence of George Fuller, in the hospital. Neger was exchange manager in Milwaukee.

Ralph Moore is new manager of Home theatre of the Commonwealth circuit. He replaces Gleen Beckett, moved to the Regent as assistant to manager Eddie Mansfield.

Commonwealth circuit

Commonwealth circuit district managers were in town two days for meeting with Howard Jameyson, president.

The State Senate. Jefferson City, Mo., has passed the bill which would set, up a new theatre code for the state. It would affect all theatres in the state, governing aisles, seating capacities, and other specifications. Measure is to come up before the House soon.

PITTSBURGH

John Delson, from New England territory, appointed main auditor for Warner theatres in Pittsburgh zone; succeeds late Lou Ginsburg, who died a few weeks ago.

Tom Bello, Jr., is back on job as manager of Blatt Bros. Altoona drive-in.

Maurica (Pad) Silver.

drive-in.

Maurice (Red) Silverberg, Universal saiesman who has been bedded for two months following siege of pneumonia, should be back on job in June.

With burlesque season at Casino ending after 38 weeks, Max Rosenberg, of New York, took over house for double feature film policy this summer.

summer.
Protesting borough's newiyenacted 10% amusement tax, which becomes effective June 1, owners of Ligonier and Vox in nearby Ligonier. Pa., indicate they may close their houses, leaving the community without screen fare. The operators say they could not run profitably under proposed levy.

CHICAGO

CHICAGO

Irving Mandel appointed chief barker of Illinois Tent of Variety Clubs last week, succeeds the late Henri Elman.

Harold Butchin rejoins Universal public relations staff after six months advance with "Hamlet" in midwest.

Lou Harrison and Ludwig Sussman, vet exhibitors, out of hospital.

Paul Montague takes over flacking on extended run of "Portrait of Jennie."

"Barkleys of Broadway" set for Oriental, June 2.

In reshuffle of 20th-Fox district headquarters here. Jack Lorentz is scheduled to be Milwaukee manager.

Allied Theatres of Illinois have invited Spyros Skouras, Al Lichtman and Andy Smith to explain the new 20th-Fox sales set-up May 23.

Allied Theatres of Illinois, in concilatory mood, offered tentative olive branch to 20th-Fox. Has set May 23 for open forum meeting with Spyros Skouras. Al Lichtman, and Andy Smith.

ST. LOUIS

ST. LOUIS

Bob Johnson, F&M ad-publicity director, named chairman of film industry division in U. S. Savings Bond drive here.

Eddie Ditzenberg upped to head booker and office manager for Columbia here, vice Herbert Bushman, who joined St. Louis Eagle-Lion sales staff.

Delbert Stoddard upped to manager of Plaza in Mt. Vernon, Ili. Harold Sorrell, manager of Majestic, Jacksonville, Ili., replaced Stoddard in Mt. Vernon and John Brummert became new manager of Jacksonville house.

H. E. Wedster relighted his Princess, Percy, Ill., after a face-iffting.

George Evanoff lighted his new

Princess, Prince

HOUSTON

The center of the downtown business district since 1943. The new building will be the headquarters distended ivan, prince and the center of the circuit's 12 ferson City and Kansas City, Mo. and Leavenworth, Kans. Ed D. Durwood is president of the comport of the

BOSTON

Samuel Pinanski, ATC head and Daniel Murphy, Independent Exhibitors prexy, are co-chairmen of the Treasury Bond Drive for picture industry in New England, Big raily on Boston Lonnoun set for May 18.

Max Melincoff district manager of Warner Theatres in New England, and his wife sailed for visit of England.

Newest addition to ATC theatre circuit, the Hancock, opens this week in nearby West Roxbury, New 1,000-seater is under supervision of ATC district manager Francis McManus, with Hugh Martin as manager. tin as manager.

LOS ANGELES

LOS ANGELES

Fox West Coast is reopening its Belmont, in Belmont Shores, May 19, after being closed two years. This 808-seater has been remodeled at a cost of \$200.000.

Film house giveaways returned to Hollywood blvd, for the first time since the war, with the Hitching Post putting on a weekly series of Country Store Nights. Theatre, devoted to oaters, will hand out 10 free baskets of food each week in a hookup with a local market.

Even Before They Open Indies File Trust Suit

Philadelphia, May 17. unusual anti-trust action. Philadelphia, May 17.

In an unusual anti-trust action, an exhib has brought suit against 10 major distribs on grounds of conspiracy to discriminate against him on clearance even before his theatre has opened. Jack and Ann Greenberg, operators of the newly-built Harbor theatre in Stone Harbor, N. J., filed the suit today in Federal court before Judge William H. Kirkpatrick although their house is slated to open June 15.

Greenbergs applied for an order requiring the distribs to furnish them with product at the same time pix are released to theatres in Wildwood, N. J., a nearby resort town, instead of holding back for at least 14 days. Plaintiff asserted no real competition exists between the two towns and charges illegal discrimination against Stone Harbor exhibs. Judge set June 2.

Harbor exhibs. Judge set June 2 for hearing to beat the theatre's

UA's Chi Bidding Plan

Chicago, May 17.

Chicago, May 17.
United Artists is switching to a policy of selling on competitive bidding in all first and subsequentrun situations in this city. The decision is believed to be based on the fact that UA now has a strong backlog of product including "Home of the Brave" and "Champion." With stronger product coming up, UA sales staff thinks it can get plenty of action from exhibs bidding for the company lineup.

Policy starts tomorrow (Wed.) ith "Impact" which opens at the

Sears-Rank

Continued from page 8;

understood, they will together make a strenuous effort to get approval of the Bank of England approval of the Bank of England for a deal whereby they can get doilars out if they sell UA's \$3,000,000 of stock in the Odeon circuit. Company reportedly could sell the shares to Rank, who owns operating control of the chain, but no one has come up yet with a method of getting dollars to this country.

country.

Sears will also make every effort Sears will also make every effort to come to some agreement with Rank on getting UA pix some playing time on the Rank's Odeon and Gaumont-British circuits. Failing that, he's prepared to make deals with independents to get whatever dates he can to get off the shelf the vast blacklog of UA pix that have piled up. Robert Z. Glass converted his with independents to get whatever plaza here to art house, renaming it the Vogue. Will play only foreign and strong reissues.

North Side theatre, pic house here to: about 25 years, being air Monday (16). He is uncertain torn down by Long Theatres, with how long he'll be gone.

Exhibs Okay

Continued from page 9

mained silent did not signify he gave the plan his blanket approvai. He said he accepted it "with reservations," reserving the fight "to

vations," reserving the right to negotiate my own individual deals" with the company.

Anticipated fireworks at the ITOA-20th meet failed to materialize, and the session, at least on the surface, reflected sweetness and lither the transfer meet.

Anticipated freworks at the Morth and TroA-20th meet failed to materialize, and the session, at least on the surface, reflected sweetness and light. Concluding the meet, Brandt, while emphasizing the reservations put forth by Schwartz, expressed the belief the pian will work for the ultimate betterment of both 20th and the indie exhibs if it operates in the field the way Smith and 20th veepee Al Lichtman had promised. "My own feeling," Brandt said, "is one of elation."

Smith Details Points
Smith clarified his points in answer to a list of questions prepared in advance by the ITOA film committee and put to him by Max A. Cohen, committee chairman. New sales policy, Smith said, is in effect now and will continue as long as it is practicable. Any theatre in the country, regardless of its size or grossing potentialities he main tained, will be able to buy 20th product on flat refital terms if the exhib likes that better than a percentage deai. Lichtman interjected at that point that 20th would even sell New York first run houses on flat terms. Cohen, however, was apparently better satisfied with Smith's answer, declaring Lichtman had "not answered our question."

Smith said 20th's sliding scale would range from 25% to 50%;

man had not answered our question."

Smith said 20th's sliding scale would range from 25% to 50%, rising in 1% steps. He pointed out the necessity of negotiating terms in each Individual situation to arrive at both the base and top figures, emphasizing the theatre's operating nut, which must be certified, would be taken into consideration. For "problem theatres," which still have a higher overhead than gross, the scale will start at 20%. No set formula has been devised for flat deals, Smith said, adding they are to be proportioned to the gross which the theatre can to the gross which the theatre can

Because the field salesmen and branch managers are acquainted with their customer's potential grossing power, the 20th sales chief said, they have been given complete authority to set deals. In answer to another ITOA question, he promised that homeoffice signature approval of contracts would be eliminated entirely, adding contracts would be returned to the h.o. only for recording purposes. He said 20th would continue to accept bids in attempts to reduce Because the field salesmen and cept bids in attempts to reduce clearance and establish multiple crearance and establish multiple runs, if that meant a faster playoff for product. Smith admitted can-didiv some pictures, "unfortunate-ly" do not merit a percentage-deal, and said such plx would be sold flat.

20th-Philly

Continued from page 9 :

obvious. Not all pictures demand the same playing time. However, when we have a good one, we expect the exhib to play it for what it's worth."

Primary purpose of the 20th plan is to create more consumers. "They see it earlier and they see it where they can go," Minsky explained. "More theatre-goers mean more profits both for the theatre-

il where they can go," Minsky explained. "More theatre-goers mean more profits both for the theatre and the distrib."

20th has been accused of running interference for the other majors, but Minsky claimed his company took on the task alone. "The old clearance system in Philly was antiquated. We mean to give the independent an opportunity for a place in the sun. No longer can somebody hold an exclusive franchise on a whole segment of the city."

Profit for everyone concerned was the main idea. "Where formerly we sold on straight percentage we have adopted the sliding scale. That means no excessive rentals. If the exhib gets it, we get it." As evidence of 20th's sincerity in promoting the earlier neighborhood clearances.

get it." As evidence of 20th's sincerity in promoting the earlier neighborhood clearances. Minsky pointed out that 20th was the only distrib 'besides Warners' that has a firstrun in Philiy.

Minsky said his company did not intend to force bidding, nor would they make it an issue. "But anywhere in the territory, anyone who demands competitive negotiation will get it if the demand is warranted," the 20th exec declared.

3 DENVER DRIVE-INS IN ON WORLD PREEM

Denver, May 17, For the first time drive-ins will an a world preem. Warn be used on a world preem. Warn-er's "Colorado Territory" will be or is "Colorado Territory" will be world premiered June 3, opening at the Broadway and the West drive-in here. Second week it goes to the East drive-in and the third week at the North ozoner, all the time playing day-date with the Broadway. It may go into the South drive-in on fourth session locally.

3 New Alberta, Drive-Ins
Calgary, Alta.
Western Drive-In Theatres, Lid.,
Calgary, will build \$100.000 outdoor theatre at Lethbridge, Alta,
to open June 1.
Company also started work on
550-car drive-in at Calgary, to
open shortly. Companys first outdoor theatre at Edmonton opens
May 20. May 20.

Buffalo Drive-Ins Tee Off Buffalo.
Drive-ins in this area teed off with a rush recently. These included the Delaware, Star, Buffalo and Skyway. Louis Drew, owner of the Delaware, plans new 800-car operation on Roule 17 near Olean, to open about May 31.

New Jersey Ozoner
The Route 1, Brunswick drivein opens May 19, It is located
south of New Brunswick, N. J., being fifth ozoner in the chain operated by Eastern Drive-In Theatres, Inc., headed by J. J. Thompson. Wilfred P. Smith, general
manager of circuit, planned and
constructed the spot and will be
in charge of operations. The circuit has open outdoor theatres at
Union, Morris Plains, Totowa and
Asbury Park, all in New Jersey. Asbury Park, all in New Jersey

\$125,000 Toledo Drive-In Opened
Toledo.

Parkside drive-in in East Toledo, operated by Jim Dempsey, opened. It cost approximately \$125,000. New 600-car ozoner has a new type

New Mex Pix High Seen

Mexico City, May 17. reduction of 50 pix a With production of

With production of 50 pix as-sured by June 30, and 58 penciled for the following six months, rec-ord high output of 108 is seen for 1949. That will be the most Mexico has ever produced in a

ear. Cost of the 1949 crop is figured about \$4.500,000, another new





DEATH OF A SALES PERIOD

Presidents Come High

Network presidents don't come cheap these days. The era of web prexies operating on 13-week options are apparently gone forever. Today they not only command unprecedented top coin, but longterm contracts as well.

Situation was highlighted anew last week with the revelation of Frank Stanton's 10-year pact as CBS board chairman William S. Paley's No. 1 operator. Last of the four network prexies to grab himself a longterm contract, Stanton actually nailed the meatiest deal of them all.

Apparently this was the kind of deal Stanton was gunning for when, a few months back, he admitted that, lacking the security of a longrange contract, he was seriously considering the possibility of moving out of radio altogether. The new contract seems to have resolved the "security" situation. (Stanton is currently on a two-month vacation in Europe.)

He's down for an annual guarantee of \$100.000 a year, plus whatever additional compensation the board of directors chooses to have resolved the "not annual guarantee actually amounts to \$30.000 more than his basic '48 pay.

Upon termination of the 10-year contract, Stanton is to be retained as parttime consultant until Dec. 31, 1968, at \$25.000 a year. Should Stanton and Paley decide to call it quits between 1953 and 1958, the web will be compelled to fork over a flat 100G.

NBC prexy Niles Trammell is also operating under a \$100.000-plus bonus contract which he negotiated last year with RCA board chairman David Sarnoff, but it's only of five-year duration. ABC prez Mark Woods also has a five-year contract with board chairman Ed Noble at \$85,000 a year (including bonus) and a few weeks back Frank White moved in as prexy of Mutual at \$85,000 a year for a three-year, non-cancellable term.

WPEN, Philly, Pulls Out of NAB In Protest Over '3-Ring Circus' Tactics

Philadelphia, May 17.
Resentment against the National
Assn. of Broadcasters, which has
been mounting since the Chicago
convention last month, broke out
here when Edward C. Obrist, general manager of WPEN, sent in his
resignation to the NAB, Friday
(13).

(13).

Failure of the convention to touch on matters of concern to Obrist's station, local 5,000-watter, and the inclusion of FM and TV in the NAB setup were the principal reasons for Obrist's squawk.

"The broadcasting industry is too large to be handled by a single annual conference, or a set of outmoded bylaws," he declared. "The AM broadcasters are the backbone

mual conterence, or a set of our moded bylaws," he declared. "The AM broadcasters are the backbone of the Association and there are too many problems in our own field, without bringing FM and television into the picture."

Station's dissatisfaction has been growing steadily since the Atlantic City conference and the adoption of the code. "The NAB is becoming a three-ring circus with too many attractions under the main tent. Television comes under the general field of electronics, but as far as AM radio is concerned it's certainly a competitor. Our prob-

(Continued on page 36)

Coy Still Coy On Job Change

Washington, May 17.

On the eve of his departure for Paris last week to head the U. S. delegation to the International Telegraph & Telephone Conference, FCC Chairman Wayne Coylod Varryr he had made no plans regarding a change of job. Asked if he had heard anything further from the Television Broadcasters Assn., with whom he had conferred recently in New York, reportedly to discuss a possible connection, he said he had not and indicated the prospect was as premature as others he was rumored to be considering.

Friends of Coy, however, were inclined to the belief that a job heading up the TBA would attract him, provided terms and arrangements were satisfactory. They were of the opinion that the organization would have to make its headquarters in Washington and offer a substantial salary. Television, they pointed out, has been his pet inferest.

Accompanying Coy to Paris was Commissioner Paul Walker and Johanna Oswald. Coy's secretary. Coy expects to be away for several months, during which time Commissioner Rosel Hyde will be acting chairman. Washington May 17

-But Not to CBS

—But Not to CBS
Even the parent company of NBC is deserting the network.
RCA has decided to cancel out on its Sunday afternoon Robert Merrill show at the end of the current cycle. (Trade gagsters we're wondering whether the program would move to CBS.)
Stanza's format underwent drastic revision a few months back, utilizing the Boston Pops Orchestra, and a new Sunday time segment was found for the show. But it's a case where RCA wants to concentrate on tele markets for sale of TV receivers.

J. Walter Thompson is the agency on the account.

CBS Working On New Nat'l Dairies \$2,000,000 **Deal**

CBS Is trying to maneuver a "National Dairies Package" proposition. If it succeeds, it would result in a switchover of the Gildersleeve program from NBC to Columbia, plus the lucrative Sealtest and Kraft business. Altogether, it would add to an approximate \$2,000,000 bonanza for the

web.
The National Dairies (Kraft, Sealtest) fall picture is still very much up in the air. Kraft has cancelled out on Al Jolson and although it has booked in Nelson Eddy as the Thursday night NBC summer replacement, it has made no committments for the fall. As for the Thursday night NBC Sealtest spot, the Dorothy Lamour program has been cancelled, with the client now shopping around, via

client now shopping around, via N. W. Ayer agency, for a less expensive stanza.

CBS would like to interest Kraft in a daytime half-hour, cross-the-board program if It decides on the standard of the standard program is such this expensive the standard program is such that the standard program board program if it decides on relinquishing its nighttime fran-

NBC's Talent Quest

NDC S 1alent Quest

NBC is mulling a talent contest, chiefly with an eye to the show-manship excitement it may inspire. Statistics evidence that only one or two standouts have emerged from such amateur quests, but the publicity payoff is invariably good. RCA Victor, its recording affiliate, lacks a good femme vocalist, and it's figured that the distaff winner is!, anyway, might get a good disk buildup.

AGENCY PLIGHT

By GEORGE ROSEN

The story of J. Walter Thomp son dramatically highlights what has been happening to some of the leading advertising agencles over the past two years.

Less than five years ago JWT

was the No. 1 agency in nighttime radio, with billings of approximating \$17,000,000. Bigtime JWT productions were practically showcased seven nights a week on the coast-to-coast kilocycles, with four major Sunday shows alone.

When the agency goes to the post this fall for the '49-'50 broadcasting season, it will have, on the basis of the present outlook, exactbasis of the present outlook, exactly one major nighttime network
show in operation—"Lux Radio
Theatre." Practically everything
else of radio consequence has
passed into the limbo, the clients
either checking out of radio altogether or else moving into television. (JWT today, as in the case
of other major agencies, is more
actively involved in video production than in radio).
Kraft one of JWT's long-stand-

tion than in radio.

Kraft, one of JWT's long-standing accounts, dating through the 13-year reign of Bing Crosby on the Thursday night "Music Hall" show, has cancelled out the Al-Jolson program and has made no radio commitments beyond this summer. If it does come back in the fall, it's considered likely that it will move into daytime programming. On the other hand, "Kraft Television Theatre" is today the agency's "fair-halred baby."

For some years JWT was riding

For some years JWT was riding the crest of multimillion radio bill-For some years JWT was riding the crest of multimillon radio billings from such lucrative accounts as Standard Brands (with its three-way Sunday showcasing of Fred Allen, Edgar Bergen and "One Man's Family.") Today, Standard Brands is out of the picture completely. Ford, which Inherited Allen, and RCA, after years of helping to swell the JWT radio coffers, are calling it quits, transferring their alleglance to television. Ballantine. Textron, Od Gold, Owens Illinois—these, too, have vanished from the JWT radio books, either in favor of television, other agencies, or by taking the cancellation route.

Situation poses a problem, not only for JWT, but other agencies as well, of overstaffed Hollywood offices, now that radio production has been curtailed. Some of the agencies are moving key Coast personnei to New York for television indoctrination and to experiment with video techniques.

For as Golham becomes more and more firmly entrenched as TV's key production center, agency radio activity on the Coast is diminishing.

Burrows in 4-Way Spread On His 'Breakfast' Show: Set for July 4 Preem

Set for July 4 Preem

"Breakfast with Burrows" is the title of the once-weekly half-hour program which will give Abe Burrows star billing as a Columbia web personality under his new seven - year contract as writer, producer, director and performer. "Breakfast" will have. Burrows doing the four-way spread. (He's currently also appearing on the 60-minute "This is Broadway" Wednesday night CBS layout.

The new Burrows show tees off July 4 in the Monday night at 8:30 period as the summer replacement for Arthur Godfrey's "Talent Scouts." Plan at the moment is to evolve a format which will permit for a simultaneous AM-TV spread, similar to the Godfrey stanza.

"Breakfast With Burrows" title is derived from the gag that he's guy who gets un late. It will be

"Breakfast With Burrows" title is derived from the gag that he's a guy who gets up late. It will be strictly a standup comedy show, not a takeoff on breakfast pro-grams.

JWT SAGA BARES | NBC Raids Mutual (Cotton Bowl) In Bid to Regain Sports Prestige

Oh, Shaw

Clifton Fadiman, who emcees the new 60-minute "This Is Broadway" variety stanza on CBS, did a fast burn stanza on CBS, did a fast burn on the show's preem last week (11) when Artie Shaw, one of the guests, blew a script fuse and left Fadiman dangling on a limb and groping for a cover-up ad lib.

up ad lib.
Fadiman and Irving Mansfield, show's producer, claim that although Shaw had been carefully rehearsed in his lines in which he was supposed to pose a problem he deliberately switched lines and cracked, "I haven't a problem in the world."

It's believed Shaw purposely muffed because of a Fadiman

muffed because of a Fadiman intro to the effect that Shaw is versatile guy-in more ways

Luckman 'Gifting' **Parent Execs With** Levers' Holy Six

Cambridge, Mass., May 17.

Cambridge, Mass., May 17.

Next week the parent execs of Lever Bros., make their bl-annual visitation from England to get a first-hand report from Charles Luckman, prexy of the Lever Bros. multiple operations in the U. S., the state of the nation in general and state of Levers in particular.

If Luckman appears to be a happy man these days it's because he's ready to greet the boss delegation with the prize radio package in industry annals. The Luckman package," unprecedented in sponsorship archives, consists of five Lever shows in the First 15 ratings, with the organization's sixth network program crowding the others for company. "And no other single sponsor, since radio has flourished could make that statement," says Luckman Luckman's "package" consists of "Lux Radio Theatre," which has dominated the Hoopers and the Nielsens from way back; Bob Hope (Swan Soap); Arthur Godfrey (Lipton Tea); Amos 'n' Andy (Rinso); "My Friend Irma" (Pepsodent), with "Big Town" (Lifebuoy) edging into the Top 15 honor roll.

Phila. Bulletin Puts Squeeze on Listings

Squeeze on Listings
Philadelphia, May 17.
The Evenling Bulletin, Philadelphia's largest newspaper, has dropped the smaller stations and all of the New York stations from its radio listings.
Daily used to list programs of WCBS, WNBC, WOR and WJZ in addition to all local broadcasts. Most of the New York stations signals can be picked up easily here, and the listing made a good sales point in New York, showing coverage of the first and third metropolitan markets.
Radio page shakeup comes at an inopportune time for the dropped stations, with radio getting progressively tougher to sell. Tele listings are taking up the space conserved.

John Hayes a Veepee

Washington, May 17.
John S. Hayes, general manager of WTOP-CBS, Washington Post station, has been elected veepee and a member of the board of directors of WTOP, Inc.
Hayes, who will continue as general manager of the 50,000 watter, came to WTOP last February, when the Post assumed ownership of the station. He was formerly executive veepee of WINX,

NBC, which once de ninated the sports field in radio, is making a concerted effort to regain lost ground. In an initial bid to establish a new foothold, Bill Stern, the web's director of sports, has negotiated a deal for the takeover of the Cotton Bowl football game from Mutual under a three-year pact, starting Jan. I, 1950, whereby NBC will be upping the ante by considerable coin.

Cotton Bowl classic from Dallas had been a Mutual feature for the past 10 years or so, with Gillette invariably picking up the tab.

In contrast to the other webs' football coverage, NBC has had pretty lean pickings, contenting itself with a pickup of the 'Gator Bowl and Harbor Bowl gridcasts, having lost the Rose Bowl to CBS, with Mutual carrying the East-West classic, ABC getting the Orange Bowl.

Similar situation has applied in

West classic, ABC getting the Sugar Bowl (ex-NBC) and CBS the Orange Bowl.

Similar situation has applied in other realms of sports coverage, representing a far cry from the prewar days when John Royal-Abe Schechter & Co. had the World Series under contract to Ford Motor.

In those days Brown & Williamson Tobacco Co. was carrying the Kentucky Degby, the web featured Pimlico. the Indianapolis races, the AAU meet; Buick was picking up the NBC tab for the series of Joe Louis heavyweight knockouts, and Adam Hat was sponsoring the usual run of Madison Square Garden fights. den fights.

den fights.

Today Mutual has the World Series under contract; same web also has Indianapolis; CBS has the Derby, Preakness and Belmont Stakes as a Gillette package; Mutual has the All-Star baseball game coverage along with Hialeah and Delaware Park. And now that John Read Kilpatrick has revealed that the Garden bouts become a TV free-for-all after May 31, CBS threatens to move into NBC's video stronghold on fights. (ABC has had the AM run on Garden fights for Gillette.)

Lever Bros. Riled At Godfrey

Charles Luckman, president of Lever Bros., is peeved at Arthur Godfrey because the latter has got himself involved in a product conflict. Lever, on behalf of its Lipton Tea product, sponsors Godfrey's AM-TV "Talent Scouts" program on CBS.
Godfrey has negotiated to do a 15-minute, cross-the-board morning show for Lee Pharmacat Co., on behalf of its "Spray-a-Wave" femme hairdo liquid, in return for which Godfrey collects on a fat chunk of the company stock.

The only trouble is, "Spray-a-Wave" is in direct competition with Rayve Shampoo, which Lever took over last year. Luckman & Co., feel that they at least rated the courtesy of being notified of the impending deal, if not a soundout on an okay.

Godfrey has had previous runnins with Lever Bros., notably on his nighttime video spread for Chestefield. For a long period LB, which was first under the Godfrey's expanded tele activities. Charles Luckman, president of

frey TV wire, sought to curtall Godfrey's expanded tele activities

White's 'Open House'

Frank White, who stepped into the Mutual presidency May 1, comes to grips for the first time

comes to grips for the first time with the press faternity tomorrow (Thurs.). White is holding "Open House" at Mutual hdqs, in N. Y. from 5 to 7 p.m. to catch up with the press boys. And while he's holding in abeyance any initial White Paper on Operations Mutual, it's considered likely he'll kick around prejected plans for the network.

French Radio—Mature & Primitive— Hasn't Kept Rendezvous With Destiny

Paris, May 10.

Paris, May 10.

The French people are the sponmors of French programs. The government is their advertising
agency, and the result is a curious agency, and the result is a curious compound of maturity and primi-tiveness. French programming ideas are refreshing, pouring out of a big reservoir of inventiveness and fluidity, but the pipes leading out of the reservoir are too small and sometimes too clogged to carry

and sometimes too clogged to carry them to their proper goal.

Based on a 750 franc annual tax (about \$2.50), on each of its 6,500,000 radio sets, operations are complex but make up in enthusiasm for what they lack in polish. Here is Galatea who sorely needs a Pygmalion.

Whether commercial operation would invested the sidture is due. wnether commercial operation would improve the picture is du-blous, for France today has an un-fortunate parlay of not enough money and not enough goods to sell, to warrant advertising expen-ditures that could match the pres-ent system. At any rate, French ditures that could match the present system. At any rate, French radio is remarkable. Starting from scratch, after the Germans were booted out of Paris, with three transmitters left, unone of them in A-1 condition or with very much power), the physical effort of reconstruction has been a gigantic and brilliant job.

The French system now breaks

and brilliant job.

The French system now breaks down into three segments totaling 42 stations, ample for French corrage. Programwise, the National network of 20 stations is the more serious, feeding out a steady diet of news. forums, symphonic and lighter classics over a schedule that runs from 6 a.m. to 1 p.m., with a second session from 6:30 to 11:30 p.m.

second session from 6:30 to 11:30 p.m.

The light, or Parisian network, operates from 6 to 9 a.m. and from 12 (noon) to 10:30 p.m. These operations are limited for economy reasons due to the increase in costs of personnel and electricity. A third network, really a station deal, is a symbolic good-will station, a station that broadcasts international programs on an exchange basis with countries all over the world. This network represents an international concept that is intriguing; here the French government gives to countries the privilege of broadneite the French government gives to countries the privilege of broad-easting to the French people. Pro-grams are kept on a cultural level (not necessarily highbrow) and are non-pulitical except perhaps by in-

American Colony Regrets
The concept of this third of the
French broadcasting team is well
worth investigation. Unfortunate-(Continued on page 34)

It Takes Two Programs To Fill in (Even for Summer) for La Haves

Unusual situation of not one, but two summer shows doing hiatus duty for Helen Hayes has cropped up on CBS.

Miss Hayes checks off her Sunday at 9 Electric Cos. program June 5 for 18 weeks. However, the bankrolling firms are only relinquishing the time for eight weeks. For the first eight weeks Columbia is putting in as a hot weather replacement the new Jerry Lee-Bob Lawrence situation coinedy. "Young Love." with Janet Waldo. Then the Electric Cos. move back in for 10 weeks with "Corliss Archer," which they've purchased for the interim period pending Miss Hayes' return.

Hayes' return.
"Corliss" is no stranger to the
Bunday at 9 segment. It did Camp-bell Soup service in that stretch for
several seasons.

DUNPHY VICE STARK IN BALLANTINE BEEF

Ex-umpire Dolly Stark has been dropped in favor of Don Dunphy as the White Owl-Ballantine announcer on the N.Y. Yankee baseball games.

ball games.

Ballantine, which, along with the cigar outfit, is paying the freight for the WINS (N.Y.) radio broadcasts and the DuMont tele pickup of home games, put up a squawk after Stark had done three games on video, deciding he wasn't the man for that particular job.

WW Gets Red Spurs

Washington, May 17. Walter Winchell, whose anti-Walter Winchell, whose anti-Communist broadcasts have been stinging the Reds where it hurts, got the accolade of a blast from Radio Moscow last week. In a wide-scale attack on all American radio, the Mos-cow transmitters declared that "the U. S. radio serves the interest of the monopolies for it is owned by the monopolies." Radio Moscow then went on to assert that Winchell was a tool of these interests.

of these interests.

"The whole world knows," said the broadcast, "of the daily efforts of Walter Winchell, ABC commentator. Eighteen months ago Vyshinsky called him an American Baron Muenchausen. He has learned from the experience of Goebbels, Fritzsche, and other. Nazi propangada chiefs. As his friend and biographer, Mr. Alister Cook, put it, Mr. Winchell discovers scandals where others only see an official statement.

"All these transmissions are broadcasts for big business which wants to increase its profits at whatever cost. They are the voice of war."

Staff Goes AWOL In WEOL Strike

A strike and subsequent quitting of their jobs resulted in a virtually new staff taking over at WEOL in adjacent Elyria after the station was off the air for approximately

In a prepared statement, a committee representing the ex-employees, said that they left their posts Tuesday (10) at 12:30 in protest against "unjustified dismissal in several cases" and in an effort to meet with the board of directors of the Elyria-Lorain Broadcasting Co, which owns the station. Employees said they wanted a contract covering job security, sickleave provisions, vacations and holiday work plus "a clarification of why authority for many of the station policies and obligations are not vested in station management."

To these demands, Roy W. Am-In a prepared statement, a com-mittee representing the ex-em-

To these demands, Roy W. Ammel, president, countered with a "return to work after which time you would be heard."

you would be heard.

New manager, P. G. Seville, the fourth since the station opened, brought with him Walter Morowstein who becomes the station's ski, who becomes the station's third chief engineer. Seville was formerly with WGTL.

Ex-employees, including former News Director Bill Watts, Ed Stevens, annuuncer; Gilbert An-derson, engineers, asked Emory Lee, chief inspector for FCC in Northern Ohio and Michigan, to "investigate company policies and working conditions of WEOL."

NBC's 60-Min. Giveaway Likely Off Until The Fall in Web Dilemma

There's a variance of opinion among NBC execs as to the kickoff time for the new 60-minute giveaway show, "Hollywood Calling," which is slated to go into the 6:30-7:30 Sunday evening time on the network to buck the Jack Benny opposition on CBS. As a result, it looks now as if it will be held in abeyance until the fall.

abeyance until the fall.

Some web execs have been arguing in favor of giving the giveaway a summer ride so that, come fall, when Benny returns for the new season, the show will be solldly entrenched. However, others feel that the effort to inject a Sunday NBC hypo would be dissipated during the weak summer schedule, and backing the giveaway show with the new fall lineup, including the "Theatre Guild of the Air," would enhance its-chances.



JOHN CONNORS

KLZ keeps selling profitably for its advertisers because it keeps everlastingly selling itself. The promotion of its programs and its advertisers become it keeps everlastingly selling itself. The promotion of its programs and services is as much a part of KLZ's operation as the programming itself.

Schwerin's Radio **Upbeat**, Dissecting 1,800 Com'l Tests

Chicago, May 17.

Threat of television is the best thing that has happened to radio in years, according researcher to Horace Schwerin, since it will force AM to eliminate the waste with which It has been plagued, both in programming and commercials. Charging that "more than 90% of radio commercials and 50% of radio programming is waste," Schwerin is still highly optimistic over AM's future, since recent estimates predict only 44% of the entire population will own TV sets by 1954.

Researcher is to detail his conclusions to the Chicago Radio Management. Club. here tomorrow (Wed.). At that time, he will also present the first blow-by-blow reports of his organization's 1,800 tests of radio commercials.

According to Schwerin, listeners only remember commercials which they like or dislike intensely. But his tests proved that 90% of all those now on the air fall into the "indifference" range and thus are not remembered to any extent. As for believing the claims made in (Continued on page 36)

(Continued on page 36)

Van Heflin Added To Transcribed Backlog On M-G-M Theatre of Air

WMGM, Loew's owned N. Y. in-die, is moving ahead in its mutual one, is moving anead in its mutual-promotion pact with Metro-Gold-wyn-Mayer. Last night (Tues.) M-G star Van Heflin cut an hour-long transcribed version of "John-ny Eager" for the "M G-M Theatre of the Air," one of a series adapt-

of the Air," one of a series adapting Metro properties.

Release date of "M-G-M Theatre" has not yet been set, but it's reported that the indie has been quietly waxing the stanzas with Metro players when they hit town. The platters are open ended and will be offered to other stations across the country on a commercial or sustaining basis. Production is under the guidance of Raymond Katz, WMGM program director.

Other series included in the deal are "Good News From Hollywood," with George Murphy; "Hollywood, USA," with Paula Stone; "Crime Doesn't Pay;" "At Home With Lionel Barrymore" and "Personalities on MGM Records."

AFRA Ball Hoopla

AFKA Ball Hoopla

"For the Love of Mike," topical
revue to be staged Friday (20) at
New York's AFRA Ball in the Hotel Astor, will feature Lawrence
ribbett, Lanny Ross, Herb Shriner,
Hugh Laing, Minerva Pious, Imogene Coca, Ken Roberts and other
radio and show biz names. The
musical satire will be produced by
Bob Ross and James Shelton, with
music arranged by Tony Cabot and
choreography by Anthony Tudor.
The 40-minute show, marking the
first time the AFRA-shindig has
used original sketches, will cover
the humorous side of radio from
the performer's point of view.

From the Production Centres

IN NEW YORK CITY . . .

Arthur Simon, former radio exec, has been named radio director of the Gale agency, with headquarters in N. Y.... Wife and daughter of Jo Ranson, WMGM flack, displaying paintings in national women artists' exhibit... Rosemary Rice doing new "Aunt Jenny" sequence... Gordon Fraser, ABC correspondent, will address Teaneck Rotary Club today (Wed.)... Mail count on "Stop the Music" TV version hit 50,000 last week Betty Clark, 12-year-old blind soprano on ABC, to do three benefits Friday (20) eve ... Anne Parenteau Norman, for eight years writer on the Jimmy Fidler program, now doing a radio column for the Hartford Times.

for the Hartford Times.

Jess Bickmore, ex-Borden's, to join Dancer-Fitzgerald-Sample as v.p.

June 1. Donald Hirsch (CBS) became father of boy Wednesday (11)

Nat Elsenberg producing "Deems Taylor Show" and scripting
"Tommy Dorsey Show". Pauline Wartsky (CBS) sails tomorrow
(Thurs.) for six weeks in Europe. Priscilla Kent, "Second Mrs. Burton" scripter, to leave for Continent in mid-July... Ted Hudes has
shellacked two programs on displaced persons for cuffo airing
Mitch Grayson to direct Sarah Lawrence Workshop on WNYC's "Radio
X" tomorrow (Thurs.)... Bob Kintner, ABC exec v.p., and flack Earl
Mullin, returned from Coast Monday (16)... WMGM stork news; sons
were born to the Marty Glickmans (Wednesday) (11) and the John
Pascales Tuesday (10). Ivor Kennay, ABC ad-promotion v.p., to address Scranton ad club tomorrow (Thurs.)... NAM's Johnny Johnston
left last weekend for month in H'wood and 'Frisco, and will follow with
a brief junket to D. C.

Martin Gabel off to Coast to script new Danny Kaye pic.

a brief junkêt to D. C.

Martin Gabel off to Coast to script new Danny Kaye pic. Tommy Velotta, ABC's news vp., and web flack Lee Silvian back after attending Women's National Press Club banquet honoring Mrs. Roosevelt.

WOR auditioning Romo Vincent for AM-TV possibilities Lzy Siegel, word as leg ailment, recurrence of injury sustained during the war. He'll be off his feet for 10 days, but does say he'll be well enough to tackle emcee chores on "Hit Parade" and "All-Time Hit Parade," which start June 4 and 5 WHOM's Fortune Pope pulled a Bill Paley, Inring Gino Caimi, Italian impressario, away from WOV... Stan Freeman, of NBC's "Candlelight Revue." goes into N. Y.'s Blue Angel next Tuesday (24)... Charles Webster and Ralph Bell new to "Lora Lawton cast Bernard Burke and Leora Thatcher join "David Harum". Palmer Thompson working on "Backstage Wife"... Toni Darnay to "Lorenco Jones" cast and Skip Homeier and Patsy Campbell to "Just Plain Bill" cast.... Arlene Blackburn into "Front Page Farrell" players.

IN HOLLYWOOD . . .

History is doing a reprise for Dee Engelbach and Tom McKnight. Some years back Engelbach pulled out as producer of Philco's big hour show and McKnight was brought in. Last week Dee walked out of NBC's James Mason series and Tom walked in...."Corny" Jackson show and michight was on series and Tom walked in "Corny" Jackson got only one turndown for his starry Treasury bond show, from a comic who couldn't get a capital gains deal. And they do say they have long memories at Treasury. What makes it look bad for him is that such stars as Bing Crosby, Bob Hope, Jack Benny, Red Skelton, et al., accepted without a quibble ... The word drifts back here from the east that Kudner's Myke Kirk cornered Bob Hope for a television deal and teevee's fair-haired lad is pitching like mad to a new client. Bob shook his head more up and down than sideways... Ed Gardner has the Puerto Rice bug bad and grandiose plants for taping his radio show there and also produce pictures. Low labor costs is what appeals to him ... Rudy Vallee and CBS have called off negotiations. Just a lot of little things that rubbed Vallee the wrong way. He'll concentrate on his tele setup . Mel Williams on leave from his job'as secretary of Radio and Television Directors Guild to make a tele survey for the Army. Brass in the Pentagon want to know how many sets are in use, how much equipment is around, etc., for their files, just in case. Tour of duty, which puts him back in his major's uniform, may keep him on the move for 90 days . Don Quinn entered the infirmary to have his ulcer looked after and other parts of his anatomy observed.

have his ulcer looked after and other parts of his anatomy observed.

Tom Luckenbill called off his trip west which means that Lou Clayton, Jimmy Durante and Phil Cohan may cross the country to talk over plans for next season, which will most certainly include television. Ruth Martin, one of the town's brighter canaries, gets her own show on NBC backed by Bob Bain's instrumental ensemble... C. E. Hooper around to talk tele to Hollywood ad clubbers and skip over to Phoenix for his daughter's graduation. One good turn deserves another so Lucille Ball does a repeat with Bob Hope. CBS believes it has another Will Rogers in Meredith Willson, and a deal is in the works for the maestro-humorist to do a straight talking strip, sans music. His music would be sorely missed There's talk that Bristol-Myers will move "Break the Bank" from ABC over to the NBC slot vacated by "Duffy's Tavern," which won't be replaced. Lou Cowan and Al Hollander around for wrap-up talks with Sid Strotz on the "Hollywood Calling" giveaway Incidentally, Strotz bought the Coca-Cole franchise for Santa Clara county up north, which includes San Jose. Niles Trammell was offered a piece but passed up the chance to become one of the country's many Coke millionaires... Marion Hutton had to take to the desert for convalescence from nervous exhaustion. ABC sold hour and a half on Sunday mornings to pair of religious programs enertime on Mutual.

IN CHICAGO . .

Roberta Jonay from cast of "Allegro," guested on WBBM's "Melody Lane" WLS cowboy singer Bob Atcher back from Rotary convention at Oklahoma City. ... Vicki Stevens as all-around hostess on WGN kid show preemed Mon. (16) . . AFRA exec secretary Ray Jones off to

kid show preemed Mon. (16). AFRA exec secretary Ray Jones off to Florida for two weeks. WMAQ's promotion manager Harold Smith at Moline, III., for pharmicists meeting. ... ABC added new engineers Jim Barry, Len Clementa, Louis Hennes, Bob Peterson, Harry Schumacher and Bill Thomas. ... Bernard Howard of Howard Radio Prod. getting a piece of WENR's "Name The Movie" quizzer for originating the idea. ... Jim Ameche program director for new FM station WFJL. ... Mike Brown writing ABC's "Shoppers Special"... Ben Park and Don Herbert collaborating on sex education for children via "It's Your Life," WMAQ real life show ... MBS promotion staffer Irene Patraszewski down with flu. ... Sidney Renthal of Evanston, author of CBS. "First Nighter" story, to be aired May 26... ABC promotion staffer Karl Sutphin on three-week vacation Involving 21 dally sorties from home... Marty Hogan in new disk show via WGN five weekly... Breakfast Club troupe off for cast coast next week with members Don McNeili, Jack Owens, Patsy Lee, Fran Allison, Sam Cowling and Bernie Christianson. WIND's Sid Roberts taking two weeks in New York ... WBBM's "Country Hour" back to 60 min. with Harry Campbell hosting. WGN emcee Hank Grant planning Father's Day broadcast in which kids are phoned for their opinions about fathers. Scripter Richard Durham told life story of baseball pitcher Satchel Paige on WMAQ. WLS flack chief Bernice Warner back on duty from iliness ... NBC's Don Krause will wed Edith Allen in June... Arteen Johnson new personal secretary to WBBM general manager Les Allass ABC flacker Craig Claiborne off to Virgin Islands on vacation... Don

COMIC BOOK FIELD 'INVASION'

Sniping Season Is On

Washington, May 17.

The season is on for sniping at the Federal Communications Commission. It comes whenever Congress is in session. In the Senate, the Master of the Hounds is Chairman Edwin C. Johnson (D.-Colo.), of the Committee on Interstate & Foreign Commerce who has been shooting at FCC to ward off any possibility of licensing superpower to AM stations and to make sure there's plenty of competition in television.

Last week, Rep. Francis E. Walter (D-Pa.), a ranking member of the House Judiciary Committee, actively joined the hunt. Walter, whose principal concern is with FM, told the House he believes "the time has come" for a "thorough investigation" of the FCC and its staff for "flagrant and willful violations" of the Administrative Procedure Act. The Act, said Walter, does not countenance the "procrastination" which, he charged, FCC is guilty of on various long-standing matters before it. He said he proposed to go ahead with an inquiry when funds are approved for the regular functions of the Judiciary Committee.

Walter said he has received 10,000 requests for copies of an address he made in the House a month ago when he blamed the Commission for impeding the growth of FM and suggested that the Justice Department look into the obstacles impeding the medium. He said the mail he has received since his address "has been not only voluminous but also startling." He said he received information pointing to "deliberate and contemptuous violations" by the FCC of its procedural responsibilities.

Scoring the agency for resorting to "inaction" as a regulatory device, while keeping the public and the radio industry waiting in suspense, the Congressman pointed to the Commission's failure to decide such questions as clear channel policy, giveaway programs, multiple ownership of radio and television stations, editoriatizing on the air, and the proposed AVCO repeai.

Walter's speech was applauded by William E. Ware, prexy of the FM Assn., as a "great service" in airing the problems of FM radio. Ware said FMA is study

ABC, WOR (N.Y) Studies Offer Fresh **Evidence That Radio Is Still Around**

Forward strides made by AM independent of the past few years, which have been obscured by the attention given the spectacular TV boom, are revealed in surveys made for ABC and WOR, N. Y. The studies are considered impartial because ABC is selling TV as well as AM and WOR will soon launch its tele adjunct.

ABC data shows that more peo-ple are spending more time listen-ing to their radios. It cites Broad-cast Measurement Bureau figures cast Measurement Bureau figures showing the number of radio homes having increased from 33,998,000 in 1946 to 37,623,000 in '48—a boost of 10.7%. The number of radio families has grown from 90.4% in '46 to 94.2% in '48. It he same time the percentage of radio homes with more than one set has doubled in the same two-year period, increasing from 18% to 34%, according to Nielsen Research Institute. (BMB estimates multiple set homes at 40.9% in '48.) According to Nielsen, sets were (Continued on page 34)

(Continued on page 34)

Florida B'casters Nix Cuffo Public Service Shows If Talent Paid

Ponte Vedre, Fla., May 17. Ponte Vedre, Fla., May 17.
Public service programming will
be hedged in by Florida stations as
result of a key resolution passed
here by Florida Assn. of Broadcasters. Introduced by Tom Watson, Jr., of WSWN, Belle Glade,
resolution put the conclave on record as opposed to any free pubservice show on which fees are
paid to actors, musicians, and other
production personnei.

paid to actors, musicians, and other production personnei.
Watson explained that broadcasters have time as their only commercial commodity. He said it was unfair for various organizations, including the U. S. Army, Navy and Red Cross, to pay actors and expect stations to broadcast their features free. New officers, of the association are W. Wright-Esch, of WMFJ, Daytona Beach, prexy; Garshand Powell, WRUF, Gainsville, first vice-prexy; Watson, second vice-prexy, and Jerry Stone. WNDB, Daytona Beach, secretary-treasurer.

Gillette's Garden State Tab

Running of the Jersey Stakes Race in Garden State Park, N. J., will be simuleast over ABC's full 266-station web and a seven-outlet Eastern TV hookup, May 28 at 45 p.m. Gillette will pick up the tab.

Yankee Web Still Strike-Bound As **IBEW Talks Fail**

Boston, May 17.

As a result of failure of 1BEW-Yankee Network negotiations, the strike of 80 engineers at WNAC and Yankee net stations in Providence, Bridgeport, llartford, Worcester and Portland went Into Its third week today with no sign of either side relenting.

All-day discussion of the negotiators failed to materialize into any working agreement to settle the dispute, which arose when 1BEW negotiators, seeking a substantial raise, were countered with a proposal for a 20° cut and a work week of 40 hours in six consecutive days.

It's a particularly difficult situation to straighten out, according to insiders, since Yankee, switching more and more to video operation for future, has been faced with serious losses in the transitional period. It really wanted to prune its engineering staff on a promise to rehire them as the video situation clarified, and attempted to persuade the union this was the most practical step. Union, however, refused to consider and walkout followed.

Most seriously affected by the followed.

followed.

Most seriously affected by the walkout are the announcers and newsmen on sympathy strike, since the 1BEW is supposed to have a good deal more financial background than AFRA. However, ocal AFRA members are being tabled for 10% of their saiarles to tide the striking members over.

NEW VISTAS FOR SOAPS, MELLERS

Radio is moving into the comic book field in a big way, with soap operas, whodunits and kid shows being translated into the magazine peng translated into the magazine medium. Now appearing as comic monthiles are NBC's "Mr. District Attorney" and CBS' "Gangbust-ers." Another CBS mystery, "Casey, Crime Photographer," has hit 85,000 stands with 500,000 copies this week and more radiopublishing tieups are in the works.

copies this week and more radiopublishing tieups are in the works.

Marvel Comics Group has set up a subsidiary, Broadcast Features, which is publishing "Casey" and is now negotiating for "Portia Faces Lite." NBC soaper, and other books to be based on Elaine Carrington's stable of daytime serials. CBS has also set a deal with the D.S. Publishing Co. for a mag which will put its 18-year-old program, "Let's Pretend," in comic book format. Nila Mack, who has supervised the CBS children's show since its inception, will work on the new magazine, which will hit the streets in the summer with a circulation of 500,000. Some publisher will also put out a comic mag based on CBS "Suspense" in the early fall, with a half-million circulation. Book will start as a bi-monthly, then go on a monthly basis.

agencies and bankrollers Nets, agencies and bankroliers are all hot for the mag tieups because they give them heavy promotion which would be hard to buy. Mags include covers picturing the stars, pages listing local outlets carrying the shows and cuts of the network mikes, besides generating. erating increased audiences via interest in the shows. The webs also get healthy royalty fees.

Publisher Deals

also get healthy royalty fees.

Publisher Deals

At the same time, publishers are going for the deals as an answer to many of their problems. Assured of a ready-made market in a show's fans and piugs on the air, they are also getting acceptable material which will not be attacked by ctvic and educational groups. Many publishers criticized for sadistic and blue stories are droping the disputed books and looking to radio for substitutes. The soapers and whodunits, they find, are good meat for adults who read the comic books.

Arthur Perles, who handles subsidiary rights for CBS, set up the "Casey," "Suspense" and "Pretend" the deals and has three others close to inking stage. CBS maintains editorial supervision over the mags and approves all ads. In addition, a psychologist from the child guidance bureau of the New York Board of Education passes on copy for the "Casey" mag.

In the tele field, Martin Stone has inked a contract for NBC-TV's "Howly Doody" to appear in the juve mag circuit.

Pinza, Martin 7G 'Telephone' Tab

Mary Martin on Monday night's (16) "Telephone Hour" on NBC added up to a \$7.000 tab just for the two-personality spread, one of the program's all-time high talent budgets. It marked the second time that "Telephone Hour" went "off serlpt" in segueing into a "pop" idiom. First time was three years ago when Bing Crosby guested. Otherwise the stanza is

guested. Otherwise the stanza is reserved for longhair artists.
Plnza was inked in for \$4,000, and Miss Martin at approximately \$3,000 Former is committed to "Telephone Hour" for four guest shots at the 4G figure between now and next April. Contract was negotiated before "South Pacific" legit deal was set, with proviso that the radio show would get priority over all other commitments. Subsequently Pinza negotiated for Miss Martin to duo with hlm.

Lowell Thomas' 420G Tops Payrolls In FCC Release of CBS, ABC Figures

The New Hoopers

(May 17)	
ux Radio Theatre	22.3
Valter Winehell	21.9
ack Benny	19.1
My Friend Irma	18.2
Calent Scouts	17.9
Fibber & Molly	15.3
People Are Funny	14.4
Louella Parsons	14.0
Dennis Day	13.5
Bob Hope	13.5
Suspense	12.9
rime Photographer	12.5
lit Parade	12.5
Bob Hawk	12.1
Stop the Music	11.7

FCC Aids Govt. In Taxes, Taxpayers In Service—Cov

Washington, May 17.

The taxpayers get their money's worth out of the FCC, Chairman Wayne Coy told a Senate Appropriations Subcommittee last week. Appearing with his fellow Commissioners to urge restoration of a \$108,000 cut in the agency's budget for next year by the House, Coy told the Senators that FCC expansion means increased revenue to the nation.

When the Commission starts up new broadcast services, he explained, it opens up areas for industrial expansion which returns more revenues to the Treasury in the form of taxes than it costs to establish the new services. Authorization of new services, he added, permits the manufacture of equipment, the profits from which bring to the Treasury revenues considerably greater than the amount of money involved in the FCC budget. (The House bill provided \$6.325.000 for the fiscal year 1950). To cut the FCC budget, said Coy, can cost this government money "because of our ability to serve industry and the users of radio." the form of taxes than it costs to

Citing television as a good example. Coy told the Senators that "if we can get this service stabilized in the next year and get an allocation so that there may be stations in all of the cities and towns of America that want it, the dollar volume of business in transmitters and in receivers will run annually into billions of dollars." But if the Commission is forced by lack of funds to delay the development and causes factories to suspend operations "because our rules have not been brought up to date," be said, it will cost the government a great deal more than the \$100,000 involved.

CBS HOUR FOR SALE IN ARMOUR BOWOUT

Now that Armour has cancelled out on the afternoon "Hint Hunt" program. CBS finds itself with a full hour daytime (3:30 4:30) on its hands. As result, web execs its hands. As result, web excess are romancing Coigate and the William Esty agency to take over the 3:30-4 segment for two cross-the-board daytime serial strips.

Colgate has manifested some interest in earling upon the property of the control of

Colgate has manifested some in-terest in easing up on its heavy-budgeted spots in favor of embrac-ing daytime programming, with CBS making a flock of presenta-tions. Decision may be forthcom-ing this week.

As for the 4-4:30 segment. Col-umbia wouldn't be averse to Kraft buying the time for a switchover from NBC nighttime to CBS day-time programming.

Washington, May 17.

Annnual reports for 1948 filed by ABC and CBS with the FCC show Lowell Thomas leading the monetary parade with \$420,300 followed by Arthur Godfrey, who took \$250,000 in salary and \$123,623 for his Arthur Godfrey Productions.

FCC regulations require networks to list the top three salaried employees. CBS' report cited Godfrey, prez Frank Stanton (\$109,788, plus \$9,296 in a pension fund) and John Reed King (\$95,795). Reported as independent contractors were: Tom Howard, producer, \$218,751; Frank Cooper Associates, \$165,275; William S. Todman and Mark Goodson combine, \$82,040; Ed Sullivan, \$53,559; Wolfe Associates, \$53,427; Mickey Rooney, Inc., \$47,500; William S. Todman, \$32,312; Mark Goodson, \$31,862; Patricia Carrington Productions, \$23,400; Honay Carmichael Enterprises, \$23,000; and VIP Service, Inc., \$20,947.

In addition, CBS laid out \$92,900 to Rosenman Goldmark, Colin & Kaye and \$27,975 to O'Melveny & Meyers for legal services. Rating surveys cost CBS \$135,938 for A. C. Nielsen and \$51,206 for C. E. Hooper, with \$44,013 going to Broadcast Measurement Bureau, Paul Kesten, a former web topper, got \$25,000 for consultant services. CBS net income for '48 was \$29,918,000. Assets of the net and its domestic subsidiarles totaled \$43,456,000.

ABC's top-salaried trio for '48 included Paul Whiteman (\$145,316). Covering services both as v.p. and artist; F. Alden Russell, who broadcasts as Ted Malone \$179,350; and prez Mark Woods \$75,000.

In the independent contractors' bracket, ABC listed Don MeNeill, \$180,229, Allen Funt, \$78,626, Margaret Lynch (owner of 'Ethel and Albert'), \$62,459; Ed and Preyen Fitzgerald, \$57,969; Lester Lewis, \$40,380; Larry White, \$34,11; H. R. Baukhage, \$32,233; Alice Maslin, \$25,679; and Cal Tinney, \$20,800. ABC paid A. C. Nielsen \$47,11; H. R. Baukhage, \$32,203; Alice Maslin, \$25,679; and Cal Tinney, \$20,800. ABC paid A. C. Nielsen \$47,11; H. R. Baukhage, \$23,233; Alice Maslin, \$25,679; and Cal Tinney, \$20,800. ABC paid A. C. Nielsen \$47,11; H. R. Baukhage, \$32,203;

Vexed by A&A's 25G 'Settlement' Offer, Morris Agency Sues

Morris Agency Sues

Hollywood, May 17.

After Charles Correll and Freeman Gosden's attorney. Loyd Wright, had been dickering with Abe Lastfogel for a settlement of the William Morris agency's comission claim against Amos 'n' Andy, the agency decided to sue. Lastfogel thought a "reasonable settlement" might be worthwhile but when Wright came up with a \$25,000 bid, the general manager of the Morris office decided to take legal action for the entire \$300,000 it thinks due.

Morris claims \$1,100 weekly commission so long as A & A are with Lever Bros. Fact that Correll and Gosden made a "capital gains" deal. through another agency (MCA) is not considered a legal out, since the employment is a continuation of the original deal the Morris office had set with Lever Bros. Agency looks upon this as an evasion of the original contract. Gang, Kopp & Tyre are attorneys for the Morris office. Situation also cropped up in recent months where Burns & Allen, long associated with the Morris office, negotiated a deal with CBS through Music Corp. of America. But the incident occurred after B&A's sponsor, General Foods, served notice of cancellation at the end of this season, which renders unlikely any possible legal repercussions paralleling the A&A case.

WJZ-TV Debuting Daytime Airing On Five-Day Sked, Starting May 24

WJZ-TV, New York key station of the ABC video web, is going into daytime tele May 24, aithough on a five-day sked instead of the six-day basis originally planned. Station will kick off with "Market Meiodies," a two-hour, cross-the-board shopping service featuring Anne Russeil and Waiter Herilhy, and will add "Television Telephone Russeil and Waiter Herilhy, and will add "Television Telephone Russeil and Waiter Herilhy, and will add "Television Telephone Game," a series of 10 weekly, quarter-hour segments, June 7.

Tuesday-through-Friday sked will have "Melodies" from 2-4 p.m.
"Telephone" from 4-4:15 p.m. and again from 4:45-5 p.m. Saturday lineup will be "Melodies" from 10-12 a.m., "Telephone" from 12-12:15 and again from 12:45-1 p.m., films will fill the half-hour periods between "Telephone" segments.
WJZ-TV decided to go into daytime tele with only five sponsors for its "Melodies," aithough it had previously announced it would wait until it had 12 bankrollers for the

for its "Melodies," aithough it had previously announced it would wait until it had 12 bankrollers for the show. The stanza wiil be beamed to supermarkets, in addition to home viewers, with four sets installed in each of 25 outiets of the Grand Union chain, and additional stores and chains to be added in the future.

stores and chains to be added in the future.

Sponsors already inked are Brooklyn Union Gas (via N. W. Ayer) for Servel appliances; Hills Bros. (Biow) for Dromedary cake mixes; Stahl-Meyer meat products (Biaker); Taylor-Reed Corp. (Tracy Kent) for Q-T Frosting; and William Wise (Thwing & Aitman) for cook books. "Melodies" broadcast times are keyed to peak traffic periods in supermarkets.

'Phone' In 10-Year Contract

riods in supermarkets.

'Phone' In 10-Year Contract

'Television Telephone Game''
has been optioned for ABC - TV
owned-and-operated and affiliated
stations in a 10-year contract for
more than \$1,000.000. The show,
owned by Harry S. Goodman Productions, is an audience-participationer. Viewers write down the last
five digits of their telephone number or Social Security number and
circle the figures depending on
their answers to various questions.
As soon as the viewer finds all
numbers circled, she calls the station and collects a prize. Between
200 and 500 prizes, merchandise offered by participating sponsors,
will be given away daily.

Eaci 15-minute segment can take
four bankroliers with 15-second
commercials or three bankroliers
with 20-second plugs. In addition,
each quarter hour will be available
for two one-minute spots. Backers
already signed are General Foods
(via Young & Rubleam) for Grape
Nuts, and Swift's Peanut Butter (J.
Waiter Thompson). Both contracts
are for 13 weeks.

Toni Wants Out On CBS-TV Show

eided to drop its projected halfhour situation comedy series via CBS-TV, more than three weeks before the program was scheduled

before the program was scheduled to take the air. CBS, as a result, has released its affiliate stations from their time commitments.

As reasons for the decision, Toni elaimed the estimated talent and production budget had climbed way past the original estimate. Show was to have been aired in the Thursday night 9 to 9:30 slot, starting June 2, which is now occupied by Gen. Dwight D. Eisenhower's "Crusade in Europe" series on the rival ABC-TV web. It is believed the cosmetic firm took seriously into account the competition for ratings that "Crusade" would have given.

Projected Toni show was "That Wonderfui Man," which was to have been produced by indie pack-

Wonderfui Man," which was to have been produced by indie packager Charies Irving. Agency for Toni is Foote, Cone & Belding.

Gallo Tab Operas for TV

Georgie Hale, dance stager and producer, is entering the video production field with a complete switch—grand opera. He has ef-fected a tieup with Fortune Gailo for one-hour tab versions of grand

opera.

Al Grossman, N. Y. agent, will be associated.

Television Fillers

Hollywood, May 17.

IMPPRO is making a group of public service and filler television films which firm will peddle to in-

films which firm will peddle to indie video outiets. Production unit
is also megging presentations for
nightly signoff.

Filler spots will run one, three
and seven minutes and are dresigned for telensing in case of remote failures and technical failures
which do not affect transmission.
Fillers will feature panoramic
seenes of the nation. They have
been tabbed at four to \$10 per
minute.

minute.

Public service features run three minutes and deal in generalities such as keeping the city clean, going to church, driving safely and prevention of forest fires. IMPPRO has set a flat rental fee of \$25 per year per pic. Signoff films feature playing of the national anthem while camera takes audience on a tour of the country's landmarks and ends at the White House. Pix will also be leased for \$25 for the year.

OG'Amateur Hour May Vamp DuMont

'Original Amateur Hour.' months one of the DuMont's toprated shows, may ankle that web at the end of the current cycle. Old Golds, the sponsor, and the Lennen & Mitchell ad agency, plus the show's producers, reportedly desire more ambitious production facili-ties than those that DuMont can now make available.

ties than those that DuMont can now make available.

Other three webs, as a result, have begun spirited bidding for the program, which the agency hopes to continue in the Sunday night 7 to 8 slot. Present indications point to CBS-TV as the winner, since it has that time open. If CBS snags the amateurs, it will represent a circuitous route for the show. Because DuMont had so many multi-network affiliate stations committed for it, CBS was unable to clear the desired time for its "Studio One" when Westinghouse took over sponsorship. It moved the latter program into a Wednesday night period and put two sustaining house packages. sustaining house packages, d It, Please" and "Wesley,"

two sustaining house packages, "Hold It, Please" and "Wesley," into the Sunday spot.
Packaged by Remack Enterprises (Lou Goldberg and Ted Mack, who emcees the show), the "Amateur Hour" earries a weekly talent and production budget of about \$3,500. It chalked up a four-city Pulse rating of 32.9 in the April listings.

Philadelphia, May 17. Mrs. Edna R. Carroll, chairman of the Pennsylvinia State Board of

Censors, admitted under cross-excensors, admitted tituer cross-sea amination that the board's regula-tion of Jan. 24, demanding that television stations in the state sub-mit films for censorship, was issued after complaints had been made by

film exhibs.

The admission caused a stir in the federal district court near the windup of a three-day hearing on a suit brought by five video stations to restrain the Commonwealth's film censors from interfering with

film exhibs. The admi

Film Exhibs' Beef Admitted as Behind

Pa. Censor Board Stand on Tele Pix

Ballet Theatre Gets 60-Min. TV Showcase

Lucia Chase's Ballet Theatre company will make its first television appearance Sunday night (22) in the NBC-TV "Drama Theatre" slot from 9 to 10. While several top-ranking ballet dancers have performed in various video shows, next Sunday will mark the first appearance of a major ballet company.

first appearance of a major baliet company.
Group is scheduled to do "La Fille Mal Gardee" and "Pas de Quatre." Featured in the first wili be Igor Youskevitch, Nana Goilner, Edward Caton, Nicolas Orloff and Paul Godkin. Diana Adams, Norma Vance, Joeelyn Vollmar and Jacqueline Dødge will dance the second number. Ballet company's Dimitri Romanoff will stage, with Garry Simpson directing the cameras. NBC orch will be conducted by Max Goberman of the Ballet Theatre.

CBS Hypos Tele Production Staff

Four new directors and six associate directors have been named at CBS-TV in a series of promotions designed to bulwark the currently-building house package department. Topping the list is Ralph Nelson, moving over from a similar job at NBC-TV after having earlier scripted such Broadway legiters as "The Wind Is Nine-ty," a number of screenplays, in-cluding the upcoming Cagney Prod. film, "Lion Is in the Streets," and having acted in a group of "Kraft TV Theatre" shows.

group of "Kraft TV Theatre" shows.

Other new directors are Alan Dinehart, Jr., son of the late film actor and former CBS-TV production supervisor; Herb Sussan, an associate director since September, and John Wray, also an associate director and choreographer on "Toast of the Town." New associate directors include Matt Harib, formerly a floor manager; Theodore H. Fetter, former chief of talent for Scott Cunningham, Inc.; Mrs. Alice Smart, assistant director on "Ford Theatre"; Saunders J. Thomas, former producer-director with WNBK (NBC-TV, Cleveiand); Peter Lawrence, former sasistant producer of the Ballet Theatre, and William C. Patterson, former producer for WNBC, NBC's AM flagship in N. Y., and later a producer for WBEN-TV (Buffalo).

KBTV Breaks Ground

Ground was broken Thursday
(5) for the new Dallas television
station KBTV on Harry Hines blvd.
Station is being erected by Tom
Potter, head of Lacy-Potter Television, who purchased the land at
a reported \$50,000. Contemplated
improvements will cost \$450,000

A 377-foot steel tower will be erected for tele transmission

Bunny' Bits on Video

WB Would Curb 'Bugs

FCC Gets Squawk from 3 Cities On

Par's Request to Amend Detroit Bid

Film companies are apparently iooking ahead to the television rights of current properties. Indication of future plans was seen with Warner Bros.' warning to puppeteer George Prentice last week to stop using a nine-second "Bugs Bunny" bit in his act. Prentice was notified that he cannot do it without studio permission and none would be granted at this time.

Feeling is that the studio wants to reserve all teevee rights and any use around the vaude, cafe and vaudeo circuits would make this particular bit a staie item by the time film firm is ready to market the Bugs Bunny series on television.

Warners' action is similar to the current tiff between Eddie Cantor and Lew Hearn over the authorship of the "Belt-in-the-Back" sketch performed by Hearn on the

and Lew Hearl State State State State State State State State Theatre May 3. Each claims to have written the bit. Hearn performed this piece for two and a half years in Ken Murray's "Biackouts" at El Capitan State St two and a half years in Ken Mur-ray's "Biackouts" at El Capitan theatre, Hollywood, without any protest from Cantor. However, co-median remonstrated when Hearn was given credit as being author on its teevee performance.

CBS' 40G Profit On T of C Bowout

bowing out of the Tournament of Champions, despite the fight promotion outfit having lost a reported \$20,000 during the 13reported \$20,000 during the 13-week season now winding up at Manhattan Center, N. Y. Official announcement of the CBS exit to move into the Madison Sq. Garden fights has not yet been made, but it is believed certain the deal, if not already signatured, has been set

not already signatures, and set.

Under terms of the deal, the Garden and the new International Boxing Club, in which former heavyweight champ Joe Louis and promoter Arthur M. Wirtz are partnered, are to pay \$150,000 to the T. of C., pius 2% or 3% royalty on future bouts staged by IBC and the Garden over a certain period of Garden over a certain period of time. In addition, CBS is to get the right to televise some of the boxing matches, which have here-tofore been carried exclusively by MBC-TV under a three-way deal with the Garden and Mike Jacobs' 20th Century Sporting Club Lat-

with the Garden and Mike Jacobs' 20th Century Sporting Club. Latter outfit was replaced by the Louis-Wirtz combine last week. That \$150,000 is to be spiit three ways among CBS, Music Corp. of America and George Kietz-David Charnay, who shared mutually in the T. of C. operation. If the deal goes through as set, the present contractual altercation over the services of welterweight champ Ray Robinson, which has held up the scheduled bout to be promoted by the T. of C. between Robinson and Kid Gavilan at the Polo Grounds, N. Y., will be automatically solved.

Harvey Chosen Prez Of Chi Television Council

Chieago, May 17. Chieago, May 17.
George Harvey, sales manager of WGN-TV, was elected president of the Chi Television Council last week (11), along with a fu'i slate of officers and directors. Harvey succeeds James L. Stirton. first prexy of the organization. Other officers elected were Russell Tolg. BBD&O agency, vice-proz; Evelyn Vanderploeg. Schwimmer agency. secretary; and Kay Kennelly.

Vanderplogg, Schwimmer agency, secretary; and Kay Kenneily. Olian agency, treasurer. New directors, who will double as committee chairmen, are Hal Stokes. ABC, program; Sterling (Red) Quinian, WBKB, publicity; Jerry Vernon, ABC, membership and ruies; Bob Salk, Katz agency, research, and John Moser, legal counsel. Stirton's retiring speech revealed that the Council finished its first year of operations with \$2,000 in the treasury.

Paramount's recent request the Federal Communications Commission to recognize a new theatre company, which will be free of anti-trust taint to pursue its application for a television station in Detroit, brought protests last week from competitive applicants in three cities in which Par is seeking stations. A petition filed in behalf of applicants in Boston and San Francisco assumed that Par is trying to clear the way for reconsideration of its applications in those cities by New England Theatres, Inc., and Paramount Television Productions, Inc., respectively. the Federal Communications Com-

vision Productions, Inc. respectively.

Although Par's request to amend its Detroit application was to free itself of possible anti-trust ineligibility, the opposition of rival applicants was based on the fact that FCC last December issued a proposed decision which concluded that Par eontrols DuMont, and that since the two companies now have five stations (the limit allowed one company by FCC) their pending applications should be denied. It's against the rules, once a proposed decision has been issued, to amend an application, the opposition contended.

A petition filed with the Commission by Haley, McKenna & Wilkinson, in behalf of Ed Pauley, who is competing with Par in Frisco, and Boston Metropolitan Television Co., rival applicant in the Hub, said Par's request to reopen hearing records would delay action for a year in the three cities and work great hardship on the other parties. Par's reorganization, the petition said, is still in the planning stage and changes in ownership won't be achieved for nearly a year.

A similar petition was filed by Louis G. Caldwell, counsel for WJR, Detroit, which opposed Par's request to amend its application from United Paramount Theatres, Inc., which would own or control tively.

Although Par's request to amend

to United Paramount Theatres, Inc., which would own or control substantially all the theatres in the U. S. now owned by Par.

WB Video Plans Still Mystery

Warner Bros, television plans are still something of a mystery here despite the firm's formal notification recently to the Federal Communication Commission that it has extended its contract with Mrs. Dorothy Schiff Thackrey to Aug. 1 to purchase her California radio-tele properties. The firm has decided to wait for the FCC to get around to taking action on the Thackrey deal, which is fied up with an overall determination of the eligibility of anti-trust violators to enter the television field. For a while, in view of a statement it had abandoned its video plans because FCC had "absolutely refused" to approve the Thackrey here despite the firm's formal not

it had abandoned its video plans because FCC had "absolutely refused" to approve the Thackrey saie, it looked like WB was through with video.

A little more than a week ago, Warners filed to withdraw its application for television in Chicago, which has been tied up for a year because of the video freeze. But last Friday (13), when the "petition to dismiss" came up at what is usually a routine hearing (required when the application has reached a hearing status). WB's counsel, Marcus Cohn, requested that Commissioner Edward Webster, presiding, "pass over" the petition. Cohn gave no explanation for the turnabout, and had "no comment" for reporters.

San Diego's KFMB Bows

Hollywood. May 17.

KFMB-TV bowed in San Diego
Monday (16) with Al Jarvis
emceeing. Entertainers included
Lee Hogan, Sons of Pioneers,
Johnny Moore and Three Blazers.
Clark Dennis, Martha Tilton,
Helen Forrest, Bert Shefter and
the Ernie Felice Quartet.

New station also picked up the
Spade Cooley telecast from KTLA.
Los Angeles, giving the Coast its
first "network" show.

geared for censoring television films. She denied the board was attempting to eensor television, as such, but toid the court she believed the board had the power to censor all television film, which had not previously been given its seal of approval. In answer to a direct question Mrs. Carroll said she believed a complete prizefight on teievision would have to be submitted for approval, just as it is in the films. Newsreels, commercial announcements and adverisements on films in television would not require the

to restrain the Commonwealth's film censors from interfering with television operations. The competitive influence in the case was brought out by Earl G. Harrison, counsel for the five plaintif's, as Mrs. Carroll defended the censor board's action. Amazed at previous testimony by an array of top agency and network exects about the extent of the use of film in television. Mrs. Carroll said she had thought most of TV shows were "live" performances. Chairman said her board has 18 employees, with offices in Harrisburg, Pittsburgh and Philadelphia, and that her organization was

AGENCIES TO HARNESS TALENT

How Real Can You Get?

Television, through its current attempts for realism in dramatic

Television, through its current attempts for realism in dramatic shows, may soon be forced to hire stunt men to take over the dangerous jobs from the stars, in much the same manner as Hollywood has done. Program chiefs at the various TV networks believe the athletic standins will become necessary regardless of whether a program is aired live or produced on film.

Illustrating the situation was a sequence in CBS-TV's "Studio One" presentation of Dashiell Hammett's "Glass Key" last Wednesday night (11). Story called for actor Don Briggs to crash through a second-floor window and leap to the ground. While trick camera work eliminated the leap Briggs nonetheless had to jump through the window. Counting the studio rehearsal and the actual production, he was forced to go through the action six times. And, according to CBS-TV program toppers, they would have felt much easier had Briggs been able to give way to a stunt man, since any accident during rehearsal might have kept Briggs off the show. To reduce that possibility to the minimum. CBS production supervisor John DeMott, who came to the web after considerable experience in Hollywood, followed the film studios' technique by rigging up a balsa wood window frame with isinglass panes. Isinglass, heated to brittleness just before use, broke away, along with the light wood frames when Briggs went crashing through.

Schwerin Testing-While-You-Wait Gets 13,000-Sample TV Preem in Chi

Chicago, May 17.

One of the most comprehensive program tests ever conducted for television is to be carried out here tonight (Tues.) when the Schwerin Research Corp., in association with NBC, will get simultaneous, continuing reactions of 13,000 home viewers in the Chicago, Detroit and Cleveland areas to a TV version ("Quiz Kids," as aired from NBC's WNBQ here. Huge home sample is to be matched with the different types of studio control audiences in N. Y.

Test will introduce Schwerin's Test will introduce Schwerin's mumber-cueing" principle, basis on Angeles, Philadelphia

Test will introduce Schwerin's "number-cueing" principle, basis for his AM radio testing, for the first time to tele. Setowners watching the program will see small numbers, flashed for three-seconds each at approximately 40-second intervals, superimposed on their screens. Then, as they watch the program, they are to indicate their reactions on ballots mailed them in advance. That system is to be used by 9,000 viewers. In addition, 4,000 additional midwest families will vote on the live telecast, using "pictorial question" ballots on (Continued on page 37)

(Continued on page 37)

CBS-TV Sees A Chi in Its Future

Chicago, which has yet to make a serious dent in N. Y. as a television program origination center. May get its chance through the auspices of CBS-TV. Network program chief Charles Underhill left for Chi Monday (16) to look over the facilities of WBKB, new CBS affiliate there, with the reported intention of determining what chance there is of producing more network shows from that outlet in the fall.

While CBS-TV's new studios in Grand Central Terminal, N. Y., give it probably more space than competing webs, it has nonetheless felt the space shortage considerably. Web toppers feel that a new origination site is a pressing requirement and, since Hollywood will be available only through kinescope recordings for at least another two years, Chi remains the logical alternative because of its concentration of talent and proved production know-how.

Underhill will also look over the

For TV Hoopers

Lever Bros. and General Mills this week signed for the upcoming TV-Network Hooperatings, which C. E. Hooper plans to launch June 23. First monthly report will cover the May programs. Report is to include both daytime and nighttime sponsored shows, both on a network basis and separately for N. Y., Chicago. Los Angeles, Philadelphia and Washington, currently the top five TV cities in point of set circulation.

Coast, N.Y. Join Chi NABUG in Beefs

Ray Jones, Chi chairman of the National Assn. of Broadcast Unions National Assn. of Broadcast Unions and Guilds, revealed last week (13) that the Hollywood and New York NABUG councils had joined in the Chi protest against the proposed AT&T closeoff of west-east daytime tele programs.

Hollywood action was announced by chairm: n Claude L. McCue.who termed the move one that would "stifle development of this new and important art and medium."

important art and medium."

McCue said. "it is the unanimous feeling of these unions in this major center of AM broadcasts that the FCC should prohibit this attempt by a public utility to monop-

(Continued on page 37)

WENR-TV Brings in Aide To Hornsby on Chi Cub Chores, After Beefs

PUT ACCENT ON 'NO NAME' SHOWS

Despite constant denials from television network chiefs of a fight for program control with the major ad agencies, nost agencies feel such a struggle will definitely accompany TVs growth. But, the agencies aver, they will profit from the mistakes they made in radio and not give up their control of TV shows.

While the network toppers claim the agencies have taken over

TV shows.

While the network toppers claim the agencies have taken over supervision of most of the top AM shows, the agencies feel differently about it. According to them, it is the high-priced talent which now controls the high-budgeted radio productions. As the popularity of AM stars grew hand-in-hand with the increase in set circulation, the stars' salaries similarly sky-rock-eted until both the agencies and networks, regardless of which originated the program, were soon forced to cater to the performers. As a result, most agencies with radio experience figure it's time to let the networks package the high-budgeted shows with the top-name stars. Then, if the stars do take over eventually, they will gain control only of the shows built by the webs. Such agencies, for their part, plan to concentrate on programs without name talent. They figure that if they can get an actor or an artist now at \$100 per show, the salaries may mount to as high as \$500 when TV reaches maturity. Stars now getting \$1,000 and upwards on TV will enjoy a similar pay boost and thus may be able to take over control of their shows.

List of some of the programs

Angeles, Philadelphia and thington, currently the top five cities in point of set circulations.

Dast, N.Y. Join Chi

NABUG in Beefs

On Line Closeoff

Chicago, May 17.

Lay Jones, Chi chairman of the ional Assn. of Broadcast Unions

Control Assn. of Broadcast Unions

The control of the programs of the programs. Such a program of the programs of the programs of the programs of the programs. Such a programs of the programs. Such a programs of the program of the programs of the program of the programs of the program of th

budgeted talent.

Indie package producers, of course, can be expected to follow the same course they have pursued in radio. They will probably continue building both low and highbudgeted shows, but will make certain their contracts with both the agencies and networks retain control for them.

TV Sneak Preems Seen Unfair

CBS television veepee J. L. Van Volkenburg this week decried the practice among competing networks of sneak preeming new video shows over the air. Based on CBS-TV's experience, he declared that, If a show does not pan out too well on the first test, a live audition will discourage viewers from ever tuning into the same program again. As a result, CBS tests its new program ideas only on closed circuit transmissions.

Web exce pointed out that when Hollywood studios sneak a film, the film is exposed only to a single the-attreful of people. It's a safe practice then to pull the film back to the studio for retakes in line with audience reaction. In tele, though, there is no way of telling in ad-(Continued on page 36)

DuMont Overhauling Its Program Structure; Flock of New Shows

DuMont Sales 1 echnique
DuMont network will pitch
its new programming efforts to
potential sponsors and their ad
agencies, as well as to the sciowners. Web plans to teletranscribe each show, whether
auditioned over the air or via
closed circuit. Transcription
prints will then be used as
sales promotion fodder for the
agencies.

In addition, program chief Jim Caddigan and his assistant. Larry Menkin, have issued a special brochure to their sales staffers and account exces incorporating 50 new program ideas culled from those submitted by indie package producers and the network's staff. Salesmen are prepared to quote budgets on all programs listed.

TV Skate Remote On WPIX Seen **Setting Pattern**

In the first production extravaganza to be staged especially for television, at a remote pickup arena, the N. Y. Daily News' WPIX will televise the "1949 Skating Fol-

arena, the N. Y. Daily News' WPIX will televise the "1949 Skating Follies" Sunday (22) from Eastern Parkway Rink, N. Y. Hour-long roller musical, produced for TV by Victor Brown, chairman of the U. S. Rink Owners Assn. is titled "Out in Central Park," and will star Patricia Carroll, World Congress ladies roller champ, heading a cast of 75.

Managers of other TV stations and chiefs of the various networks will be watching the event with considerable interest, since its success will open a new method of programming. With practically every station in the country which does any live programming now discovering that estimated studio space requirements were unfortunately too small, they have been scouring their cities for new studios. Thus, they might follow the lead of WPIX in staging such shows in available rinks, In addition to picking up the standard events at such arenas.

such arenas.

Sunday's program, which starts at 10 p. m., is to feature three production numbers utilizing a 36-girl skating line and 12 specialty acts. Nat Steinberg, roller authority from Queens, N. Y., will emcee. Eastern Parkway Rink has installed new lighting at a reported \$7.500 (Continued on page 34)

Bernstein Bares Plan To TV British Sports Events Into Theatres

Chores, After Beefs or a least an eworigination site is a pressing requirement and, since Hollywood will be available only through kinescope recordings for at least are concentration of talent and proced production know-how. It is concentration of talent and proced production know-how. Underhill will also look over the programs now aired locally by WBKB, to ascertain if any of them merit networking at this time. Entire idea of originating shows from Chi, of course, must depend on cable availabilities.

Eileen Lang's CBS Exit

Eileen Lang CBS-TV story editor, is bowing out at the end of the month as a result of policy differences with the web.

In another CBS-TV personnel change, Kingman T, Moore, Jr., a telle director, left Friday (13) to join NBC-TV.

DuMont television, out to elevate its broadcast operations to a par with its manufacturing, will drastically reshuffle its programming setup during the next few weeks. Plans call for an intensive overhaul of all shows now on the lair, plus the introduction of a series of new house-packages lined up by network program chlef James L. Caddigan and his assistant. Larry Menkin.

Web has adopted a two-pronged method of obtaining audience reaction to its new offerings. First system was introduced Monday (16) with a live audience preview of "Harlem House," a vaudeo show featuring all-colored talent. Program was transmitted on a closed circuit for kinescoping purposes but an invited audience, watching it at the Adelphi theatre, N. Y., expressed reaction via questionnaires handed to them after the program. Second system is to be an eightweek showcase slot, probably on Friday nights as a replacement for the soon-to-vacation "Admiral Broadway Revue." Different program will be aired at the same period each week, with DuMontstudying carefully audience reaction to each to determine where to slot them permanently.

Also on the agenda are two serials, each to be aired a half-hour across-the-board. "Captain Video," described by Menkin as TV's amer to radio's "Lone Ranger" and "Superman," is to be written by Maurice Brockhauser of the "Dick Tracy" comic strip. It will be aired in the late afternoons and feature westerns and other films integrated with a live format. Other is "Magic Cottage." which will be aired in the early evening and will star Pat Meikel, now DuMont's "TV Babystiter." Latter program is bo Ediscontinued in favor of giving Kathi Norris' "Television Shopper" a full hour daily, from 10 to 11 a.m., time she formerly split with "Sitter."

Among the shows to be aired in the Friday night showcase period (Continued on page 36)

among the shows to be aired in Friday night showcase period (Continued on page 36)

ASCAP Snarl Cues Early Pgm. Vamps

A number of high-budgeted television programs scheduled to start their summer vacations in late June or early July may go off the air several weeks earlier if the broadcasters fail to reach an agreement with the American Society of Composers, Authors and Publishers by the June 1 deadline. On the assumption that a black-out on ASCAP music would proveseriously harmful, many ad agencies and producers of such shows believe it would be wiser to scram the air than to remain on and attempt to follow the two alternatives—either to rely on music licensed by Broadcast Music, Inc., or to try for clearance on ASCAP material through each individual writer and publisher. Among the programs whose producers are considering the early summer exit is the "Fred Waring Show," now aired Sunday nights via CBS-TV, which depends almost entirely on music in its presentation.

Karloff Without Horror for Video

Hollywood, May 17.

Hollywood, May 17.

Boris Karloff television show being packaged by Music Corp. of America will be put on film by agency for a udition purposes. Show, when it goes, will be live. Karloff is expected here from N. Y. within 10 days for the start.

MCA's present plans will provide a London setting for the package. It will be a suspense type show with horror angle completely eliminated. Supporting cast has not yet been set. Film will be shown to prospective sponsors.

Exec Tele Personnel New Problem As Web Brass Do AM-TV Double Duty

One of the biggest single problems facing network brass these
days is the dearth of executive personnel in television. Web toppers
complain that, where they used to

somel in television. Web toppers complain that, where they used to have their hands full handling a single industry—radio—they are now forced to double over into TV. As a result, a 16 or 18-hour working day has become commonplace and, besides getting few chances for vacations, they seldom now get a weekend free.

Worst part of the situation, according to the network toppers, is that there is no solution in sight. With radio and TV equally important at this point, a final solution on most problems must naturally go to the top echelon. And because the close integration of the two media calls for an overall network polley to cover both, the top guys at the networks must keep a close eye on both. Such problems as occur in programming, sales, etc., naturally can be handled by department chiefs, but the big policy problems continue to require the close supervision of the top brass.

Situation therefore leaves little

solution therefore leaves little chance for the development of new enance for the development of new exec personnel to take over and run the TV end of the business. Case in point is that of Charles R. Denny, NBC exec veepee. While he joined the web primarily as a R. Denny, NBC exec veepee. While be joined the web primarily as a radio man, Denny has been drawn steadily closer to TV and now, next to prexy Niles Trammell, is the real power behind the NBC-TV throne. It was Denny, for example, who last week outlined NBC's views on theatre television programming for the benefit of film exhibitors, and not a member of NBC's tele department. With all that, of course, Denny has had no letup in his radio work.

With most of the webs integrating their AM-TV operations up and down the line, the same situation exists to a lesser degree in all departments. With practically no new personnel hired, the promotion and publicity departments, for example, must now service both medla. Program departments, in fact, remain virtually the only ones with no double duty—and, with the constant emphasis on new formats and ideas in both radio and TV shows, they also have their work cut out

ideas in both radlo and TV shows, they also have their work cut out

ANOTHER SPONSOR SWITCHING TO TELE

Sunset Appllance Stores, Queens, N. Y., is the latest advertiser to devote its entire budget to television. Outfit this week signed with the N. Y. Daily News' WPIX to sponsor Thursday night boxing from Queensboro Arena, Tuesday night

Queensboro Arena, Tuesday night wrestling from Coney Island Velodrome and weekend editions of "Sport of Call," studio show preceding afternoon N. Y. Glant baseball games.

According to Joseph Rudnick, Sunset prexy, his success from bankrolling games of the N. Y. Rovers hockey team from Madison Sq. Garden last winter via WPIX prompted his decision to concentrate on TV exclusively.

Unity's WFDR Starts FM Tests in Gotham

WFDR, new FM station of the International Ladies Garment Workers Union in New York, will start transmitting tests today (Wed.) and will be on the air daily from 2-11 p.m. The licensee,

Tom 2-11 p.m. The licensee, Unity Broadcasting Corp., has changed its corporate name to FDR Broadcasting Corp.
With the launching of WFDR. the LLGWU now has three FM statuons in operation, including WVUN, Chattanooga and WFMV, Los Angeles.
WFDR's staff includes David F. Marris formerly program director.

WFDR's staff includes David E. Harris, formerly program director of WTAG, Worester, and WOL, Washington, program topper; Lou Brankel, special events-publicity director; Joe Michaels, news editor, and Bertrand B. Arnow, chief engineer. Fred F. Umbey, ILGWU exec secretary, is prez of WFDR and M. S. Novik is adviser to WFDR and the other stations of the union.

Combine Forces

Hollywood, May 17.

Hal Roach, Sr. and Jr., plan to go into production on a television film series on June 15. Pix will be peddled to individual stations

be peddled to individual stations as open-end product. Father and son combo has megged a total of nine pilot TV pix todate.

Roach, Sr., says they'll shoot a full 26-week series when they go into action. It has not been decided, however, as to whether they will complete a series on one of the pilot pix or start another group.

Chicago WNBQ Expands Its Schedule; Has Two Sleeper Shows Planned

Chicago, May 17.
WNBQ, making a quick push to grab off Chl tele prestige, has come up with two sleeper shows, as well as starting this week (16) on an expanded telecast schedule. Hush-hush surrounds a 30-minute musical package, featuring the Merriel Abbott dancers and singer

Merriel Abbott dancers and singer Jack Haskell, which underwent a secret audition last week for Carson Pirie Scott department store. WNBQ hopes to squeeze this Biggle Levin package onto the NBC tele network after several local airings. Format will have Abbott dancers doubling as models to show off the sponsor's femme clothing, with fill-in shots of special sales in furniture. Guest stars from Chi night clubs and hotel dining spots will appear each week. Pianist Victor Borge was guested at last week's audition. Second-sleeper planned by

guested at last week's audition.
Second- sleeper planned by
WNBQ is a 30-minute weekly
series telecast from Lincoln Park
Zoo, using an interview- type show
starring various animals. Negotiations are on between station execs
and zoo director Marlin Perkins,
with action expected shortly.
Sked expansion went into effect
this week, with station telecasting
up to 10:50 p.m., Monday thru
Friday. This represents an increase from signoffs rangling from
9:15 to 10:30, depending on the
program screened.

Rural Texas Bid For \$109,000 Video Outlet

\$109,000 Video Outlet
Longview, Tex., May 17.
Arlington James Henry, as the
East Texas Television Co., has applied to the FCC for a video outlet here to be built at a cost of
\$109,000. Outlet would operate on
channel 5 with .76kw aural and
lkw visual power.
Operating expense is estimated
at \$70,000 for the first year, with a
like amount estimated as revenue
for same period.

New Tele Biz

WGN-TV, Chi, reports a one minute film announcement for Croydon China Co. through Duess-Gordon agency.

WENR-TV, Chi, has pacted an-nouncements for Nielsen's Restau-rant through Guenther-Bradford agency; Stonekote Co. through Louis Smith agency; Empire Cool-ing Service through Olian agency; and Goldenrod Ice Cream through Goodkind, Jolce & Morgan agency.

WNBQ. Chi, announces that Trimz Division of United Wallpaper will sponsor 15 mmute transcribed "Paradise Island" through MacFarland Aveyard agency. Same show will be carried on WNBT, New York; WNBK, Eleveland, and WPTZ, Philadelphia. Jerry Fairbanks produces.

Toledo's Gallant Lumber & Coal Co. has signed a 52-week contract to sponsor a weekly 15-minute film show titled "Video Varieties" over WSPD-TV, Toledo. Wendt ad agency placed the account.

First Wisconsin National Bank, Milwaukee, has inked to bankroll the 20-minute INS-Telenews weekly newsreel Sunday nights over WTMJ-TV, Milwaukee Journal outlet. Marvin Lemkuhl is the agency.

Fifteen 20-second announce ritteen 20-second announce-ments have been bought by Topp's Chewing Gum over the N. Y. Dally News' WPIX, to be divided be-tween the station's "Six Gun Play-house" and "Pixie Playtime." Agency is Cecil & Presbrey.

JOHN HOUSEMAN'S TV MEDIA PRODUCTIONS

Joining the ranks of eastern video filmakers, John Houseman, film and legit producer, is heading up a new outfit, Media Productions Company is putting its heaviest accent on television features, although it is planning to turn out full-length production this summer for regular theatre exhibition chan-

Already completed are two sam-ple films, including a 13-minute drama, "The Stronger," and a documentary, "Day in the Life of a Chorus Glrl," which has been optioned for a possible 39-week se-Geraldine Fitzgerald and Valerie Bettis star in the former

man, radio network scripter, who ls also vice-prexy along with Herls also vice-prexy along with Her-bert Scheftel and Alfred Burger, heads of Telenews. James B. Ca-hoon, formerly with several Holly-wood studios, is taking charge of the film-editing chores. Production head is Palmer Williams, former supervisor of Pare Lorentz' pro-ductions. T. Edward Hambleton and Alfred Stern producers of the supervisor of Pare Lorentz' productions. T. Edward Hambleton and Alfred Stern. producers of the Broadway musical. "Ballet Ballads," are with the organization as secretary and treasurer, respectively.

Inside Television

"Studio One," series of CBS-TV hour-long legiters on which Westinghouse took over sponsorship last Wednesday night (11), is following the lead of the "Ford Television Theatre" in deciding to by-pass feeding the show via kinescope recordings to non-inter-connected affiliates. Reason is that it is impossible to clear film rights to many desirable story properties, which were filmed at one time by the major Hollywood studios. In order to have access to these, the program will hit only the CBS-TV live network of seven stations.

Each week's production is being kinescoped for reference purposes. If the networks can prove at some future date, as they hope they will be able to, that kinescoping a live show does not represent a violation of film copyright, then these will go out to the non-interconnected stations. Otherwise, the number of suitable properties has been found too small to eliminate any for the sake of feeding off-the-cable outlets.

Max Gordon's post as television consultant at DuMont is intended to focus around the (Al) Lewis & Gordon vaudeville sketch material. DuMont, like the other networks, as well as the comedians, now realizes the accent must be on material increasingly, rather than acts. Of course most of the old L&G sketches (Aaron Hoffman, Paul Gerard Smith, Edwin Burke, Andy Rice, Wilbur Mack, Jack Lait, et al.) are the property rights of the authors, and Gordon has little or no control thereof. Incidentally, one of Gordon's vet aides, Eddle Sobol, was among the first to go into video, as a director at NBC, before being shifted to Hollywood.

A new cold light, originally developed for photographic work, is being used for TV. Dr. Frank G. Back, internationally famous physicist now serving as consultant for ABC-TV, is using the Aristo Laboratory's "Cold-Lite" for video experimentation. The Aristo lamp works on the cold-cathode principle and despite the bright light it develops remains at temperatures below 100 degrees. Additional advantage for tele is that by changing the gases in the tubes, spectrum of the light can be changed, adding certain color bands and dropping others. Lamps will thus give the tele engineers the precise light they want.

Supreme Court Swiftly Upholds FCC On Order Revoking WORL License

'Pick and Pat Minstrel' Mulled as ABC-TV Co-op

Mulled as ABU-1V UO-OP
ABC-TV, which two months ago
dropped the "Pick and Pat Minstrel
Show," may reprise the stanza as
a co-op. The hour-long show,
which had been in the Thursday
night period now occupied by
"Stop the Music," will probably be
inserted into the Saturday lineup
at 8 p.m., preceding Paul Whiteman's "Teen Club."
Deciding question will be
whether enough sponsors can be
pacted to make the deal worth
while. The web's other TV co-ops,
boxing and wrestling, are running
in the black.

Chandler Ruling Gives Cleveland Indians Two More Station Outlets

More Station Outlets

Cleveland, May 17.

Because of a ruling made by Baseball Commissioner A. B. Chandled, WJW will add two more Youngstown stations to its standard network carrying broadcasts of the Cleveland Indians' games. Chandler ruled that no station can have exclusive rights to broadcast ball games, thus invalidating WKBN's handling of all Cleveland contests in return for broadcast rights of the Youngstown club.

The Youngstown club, the Athletics, had been interpreting a baseball rule as meaning that it had the right to determine whether out-of-town broadcasts of games could be handled locally. Further, it believed it had the right to say what station could have the contract. When the Youngstown club played, its games were broadcast, and the Indian contest rebroadcast at a later hour.

As a result of Chandler's ruling, WFMJ and WBBW announced they would immediately start broadcasting Cleveland games. The ruling

would immediately start broadcast-ing Cleveland games. The ruling ing Cleveland games.

came on a protest from WBBW.

Cleveland's business manager
Rudie Schaffer commented: "Naturally we are interested in having as many people as possible hear the games." They're sponsored by the Standard Brewing Co., makers

the Standard previous of Erin Brew. Chandler's ruling is expected to be extended throughout the nation where broadcast rights of major league teams appear to conflict league teams appear to conflict with mlnor league contests.

DON LEE PUTTING SALES PITCH ON FILM

Hollywood, May 17. KTSL has kinescoped slx of its

programs for presentation to sponsors. Don Lee outlet is the first here to make anything but an oral or brochure pitch to potential sponsors. Idea was conceived by Bob Hoag, TV sales head of KTSL. Bob Hoag, TV sales head of KTSL.
Station put three kid shows:
"Sleepy Joe," "Faith in Mr.
Winckle" and "Mr. Do-Good" on
film along with variety layout,
"Piano Portraits"; magic show,
"It's a Neat Trick" and sports
shot, "Lee's Lair." Six programs
have been tied together with sales
pitch commentary by Bob Andersen.

Roi-Tan May Sponsor 'Marlowe' for Summer

CBS has a deal cooking for Roi-

CBS has a deal cooking for Roi-Tan Cigars to assume summer sponsorship of "Philip Marlowe," network sustainer, which has done summer duty under commercial auspices in past seasons.

Plan is to install the program in the Sunday at 10 period currently occupied by Cy Howard's "Life With Luigi." Latter stanza will be slotted into the Monday night 10 o'clock time to do summer duty for Howard's other program. "My Friend Irma," which goes off for the hot months. the hot months.

TEX. CONF. SPORTS TAB

Washington, May 17.

With record speed, the Supreme Court yesterday (16) upheld the FCC order of 1947 revoking the license of WORL in Boston. The court, in a unanimous decision, reversed the action of the U. S. court of appeals of the District of Columbia last November, which held that the commission could not prove willful-violation of its rules. The case had been argued only a week ago.

In affirming the seldom-exercised authority of the commission to cancel the license of an established station, the high court did not bother to issue an opinion. It simply referred to a previous decision upholding the commission's action in revoking the license of WOKO, Albany, for similar reasons—concealment of facts regarding ownership of the station. The

WOKO, Albany, for similar reasons—concealment of facts regarding ownership of the station. The lower court had held that the WORL case differed from that of WOKO in which there was direct evidence of intent to decieve. The commission had argued it could draw "reasonable inferences of wilfulness" from evidence supporting such inferences. It contended that the lower court misconstrued its powers as a reviewing body and had substituted its judgment of the facts in the record for that of the commission.

WORL is owned by Haroid La-Fount, once a member of the old Federal Radio Commission (predecessor to FCC), Sanford H. Cohen and George Cohen. The Cohens, according to the commission, have been practicing lawsince 1911, representing among others, Arde Bulova, whose radio investments, it is said, amount to around \$2,000,000. LaFount, the court was told, has been in charge of Bulova's radio interests since 1934.

The station has been in opera-

1934.

The station has been in operation since 1931 under previous owners, but beginning in 1937 various transactions were entered into which resulted in the change of ownership. It was not until 1943, the commission said, that it learned of these changes, all previous reports having failed to reval transfers of stock. Among the transactions it discovered were two in which Bulova had made

the transactions it discovered were two in which Bulova had made loans of \$5,000 each on security of stock in the station. Bulova was later repaid by present owners who acquired the stock.

The commission said that in at least six series of transactions the station had made misstatements or had concealed facts regarding stock ownership. It told the court that the station offered no explanation of its conduct "or had offered explanations which were inconsistent with the facts in the record and patently unworthy of belief."

NABET in 1-Year Pact With NBC, ABC on AM

Strengthening its hand for a brewing inter-labor struggle for jurisdiction over video technical workers, the National Assn. of Broadcast Engineers and Technicians has inked a one-year pact with NBC and ABC AM outlets which maintains the salary status quo for the etworks' engineers. NABET, however, secured wage hikes ranging from 4% to 12% for traffic and sound effects men, in addition to improved overall seniority and severance pay provisions.

Agreement left NABET free to buck two powerful unions who are in an informal united front to squeeze NABET into a small video corner. Other unions, the International Brotherhood of Electrical Workers and International Alliance of Theatrical Stage Employees, are currently fighting NABET for jurisdictional control in numerous video stations throughout the country. NABET is resisting IATSE's formula to give the latter everybody in front of the electronic cameras, including the statement of the electronic camera, including the electronic camera, including the electronic camera, including the electronic camera, including the e Agreement left NABET free to throughout the country. NABLE is resisting IATSE's formula to give the latter everybody in front of the electronic cameras, including lighting, doily-pushers and scenic workers. A dispute between IATSE and NABET over ABC and NBC lighting technicians is pending before the Natlonal Labor Relations Roard. lations Board.

Brownwood, Tex., May 17.
The Texas Conference voted in a meeting here to charge a \$100 fee for football game broacasts.
The Conference also voted a \$50
If the Conference voted in a with ABC and NBC, threats have been made of a walkout.



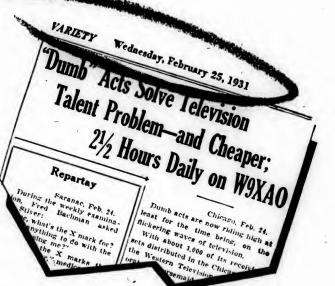
to report the all-important "commercial" angle

IN RADIO



and





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Editorial Features By Top Showmen

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SURVEY OF

RADIO-TELEVISION SHOWMANAGEMENT THIS IS BROADWAY
With Clifton Fadiman, emcee:
Helen Hayes, George S, Kaufman, Abe Burrows, Adele Clark,
Bert Frohman, Phil Foster,
Nancy Franklin, Frank Parker,
Mary McCarty, Artie Shaw, Ray
Blobbergeh Mary M Bloch's

RADIO REVIEWS

Bloch's orch Producer-Director: Irving Mans-Mins., Wed., 9:30 p. m. (EDT) ABC, from New York

show, there's a chance it might wind up with an entertaining long 'This is Broadway Variety
show, there's a chance it might
wind up with an entertaining
stanza. The premiere performance last Wednesday night (11)
showcased some slick talent, with
some singularly effective moments,
but the sum total was a big disappointment, primarily because of
a confusing format which left the
listener bewildered.
"Broadway." billed as a "show
biz clinic," has Clifton Fadiman as
its emece, with Abe Burrows and
George S. Kaufman as a permanent panel of experts, along with
Helen Hayes, who appeared on the
preem and is scheduled as an inand-out panel participant.
Idea is to bring on as guests
reigning stars and rising youngsters who go into their act and,
one by one cite their problems
and dilemmas for analysis by the
experts. As such, the initial installment found such diversified
talents as Adele Clark, Bert Frohman, Phil Foster, Nancy Frankli
Frank Parker. Mary McCarty and
finally Artie Shaw engaging in capsule pleasantites and "baring

stallment found such diversified talents as Adele Clark. Bert Frohman, Phil Foster, Nancy Franklin. Frank Parker. Mary McCarty and finally Artie Shaw engaging in capsule pleasantries and "baring their souls" to the experts. A lot of the entertainment was good, notably the thrushing of Miss Clark. Miss McCarty and Parker. Foster's comicalities and Shaw's clarinet bit.

But as for the "expert guidance" from the Kaufman-Burrows-Hayes combo of experts, "This Is Broadway" might just as well have skipped the whole thing. Aside from the fact that no one had a pressing dilemma on his mind (Shaw actually left Fadiman dangling in nid-air when he wrote his own script and frankly confessed he hadn't a problem in the world), the panel was more anxious to give with the bon mot than any helpful advice. There was a 20-nimite stretch, in fact, where Burrows' appearance on the program was strictly a rumor.

Jampacking the initial installment with a topheavy talent roster was probably the reason for the "clinical" brushoff (the time-pressed experts probably being more concerned with getting in their own gags). But unless the show's format is crystallized with a definite purpose in mind. "Broadway" would make more sense with an unashamed presentation of acts, without benefit of the "expert" connsel.

counsel.
Fadiman for the most part plays
It straight, eruditing as though the program was a hangover from "In-fo Please." It's a role that re-quires a little more show biz

CITIZEN BEWARE Producer: Ken Heady Writer: Sid Tremble 15 Mins., Mon., 8:30 p.m.

Producer: Ken Heady
Writer: Sid Tremble
15 Mins., Mon., 8:30 p.m.
Sustaining
KCMO, Kansas City
Semi-documentary of rackets on
the local scene makes worthy listening for the whodunit and expose
following. The quarter-hour reenacts case histories furnished by
the Better Business Bureau on
shady enterprises, rackets and
swindles which have gone on in
the city and nearby area. Show
caught was concerned with the
scheme of a smoothie who used
lonely hearts clubs as a means of
preying on well-to-do femmes. In
this case it was a young widow who
was persuaded to sell her home
and give him half the money
toward a dream home he would
build when they got married. It
actually happened here and was
interestingly retold.
Show is written by Sid Tremble.
KCMO's program director, and put
together by Ken Heady, production
chief, with Jim Lantz of the announcing staff as narrator, and
using AFRA actors. Cast of this
one included Janet Ewing and Art
Ellison, both capable and known
locally. For an authentic twist,
program brings in George Husser,
manager of the Kansas City Better
Business Bureau, to verity the
story from his files and to give a
hint about next week's show, Program classes as good promotion
for both the station and the BBB,
and can be done in most any city
where the Bureau operates. Quin.

Columbus, Ind. — WCSI's new studios and offices are nearing completion and will be shown to state and local officials on May 25 at an open house.

FROM WHERE WE CAME
With Melvyn Douglas, Aline MaeMahon. Mrs. Eleanor Roosevelt,
Gov. Chester A. Bowles, Sen.
Frank P. Graham, Emile Rieve
Producer: Morris S. Novik
Director: Martin Andrews
Writer: Morton Wishengrad
70 Mine. Sat (1418-28 n.m.

Writer: Morton Wishengrad 30 Mins.; Sat. (14) 8:30 p.m. TEXTILE WORKERS UNION

(Furman, Feiner & Co.)

If CBS could decide just where it wants to go with its new hourlong "This Is Broadway" variety show there's a cheere it wants to go with its new hourlong the country of th

the Textile Workers Union sponsored this special program aired on a national web and piped to more than 100 meetings and banquets. Stanza was in dramatic-documentary format, with brief messages from Mrs. Eleanor Roosevelt, Connecticut Gov. Chester A. Bowles. Frank P. Graham and TWU prez Emil Rieve. The speeches were wisely held to a minimum. none of them going beyond 45 seconds, and the stress was placed on the drama—the life story of a typical cotton mill worker.
Flashbacks unfolded the biography of the mill hand, his childhood in a Southern company town, his father's indebtedness to the company school, his_being forced to work at the mill at the-age of 12. They told of his trying to make ends meet on \$12 a week, his friends' struggle to organize, the disastrous strike of 29 when his father, and five others, were killed and the walkout broken. Then in "33 the organizing drive was picked up again, President Roosevelt defended the right to collective bar ganing and the TWU was able to up again, President Roosevelt de-fended the right to collective bar-gaining and the TWU was able to win union recognition and other

gaining and the TWU was able to win union recognition and other benefits.

While the airer might have bogged down in messages, slick production and direction avoided the pitfalls of propaganda. Melvyn Douglas was convincing as the mill hand and Aline MacMahon played a woman worker creatively and with biting humor. Director Martin Andrews used good showmanship, including recorded cuts of the late President's speeches, and sold the union's achievements through dramatic impact rather than bald declamation. Script by Morton Wishengrad avoided bromides in getting across the importance of unionization and labor's political action. Bernard Green's music was effective, especially noteworthy being a background of spinning spindles. The tributes from the civic leaders were carefully spaced and added "marquee values" to a stanza which was capable of clicking on its own.

MUSIC FOR A HALF HOUR
With Marlo Berini, Al Fanelli,
Frank McCarthy, Emerson Buckley Orch
Writers: Ed Brainard, Bob Simon
Producer - director: Frank McCarthy
30 Mins., Sundays, 3 p.m.
Sustaining
WOR, N.Y.
This new series projecting light

anis new series projecting light opera and musicomedy melodics debuted over WOR, N.Y., Sunday (15) in the 3 p.m. segment and made for a nice listening half-hour interlude.

made for a nice listening nair-nour interlude.

Produced and narrated by Frank J. McCarthy, teeoff stanza had Mario Berini, Metopera tenor, in a series of slick vocals and Al Fanelli, pianist with WOR orch, sharing the spotlight. Former mixed operatic tunes with excerpts from Victor Herbert's operetta, "Naughty Marietta" in precise, listenable fashion, while Fanelli got his best workout on a symphonic arrangement of Gershwin's "Rhapsody in Blue." Both were capably backed by Emerson Buckley and station's orch.

station's orch.
Ed Brainard and Bob Simon scripted narration, adeptly handled by McCarthy. Edba.

Several Breakfast Duos Mulled as Kollmars Sub

Dorothy Kilgallen and Dick Koll-mar have won their tiff with WOR. N. Y., to cut down their broadcast schedule from seven to six a week. Mutual outlet is now hunting for a

Mutual outlet is now hunting for a new Mr. and Mrs. team to take over the Saturday 8:15-8:55 a.m. spot. Husband-wife duos the station has been parleying with include Louis Calhern-Marlanne Stewart, Basil Rathbone - Ouida Bergere, Sidney Kingsley-Madge Evans, Mr. and Mrs. Sidney Blackmer, Mr. and Mrs. Bob Considine and Grace and Paul Hartman. Most likely prospects, so far, are reportedly the Hartmans and Considines.

Program department got the idea of picking up the Hartmans when somebody remembered their blistering takeoff on breakfast gabbers

tering takeoff on breakfast gabbers in the Broadway revue, "Angel In the Wings." The dance - satirists have just wound up a run on TV.

Followup Comment

Exic Pinza is no stranger to the Telephone Hour over NBC on Mondays, but never before did he experience the anticipation because of the showmanship coupling with Mary Martin, in a reprise of the "South Pacific" score. For one thing, Rodgers & Hammerstein had to cancel the Monday night performance in deference to this commitment. In addition, the management (along with co-impresarios Leland Hayward and Joshua Logan) substituted a Sunday night show for benefit of their colleagues in other legit casts, including stagehands, wardrobe women, etc., and that served as a showmanly buildup for this 30-minute radio stint. Authoritative in their interpretations of the roles and songs they created. Miss Martin and Pinza were whammo with the already standout R&H score. Sketchy plot line projected the theme as "Enchanted Evening," "Wash That Man," "Bali Ha'i," "This Nearly Was Mine" "Wonderful Guy" and "Cockeyed Optimist" were vocally and instrumentally projected. Don Voorhees did an excellent musical Ezio Pinza is no stranger to the Telephone Hour over NBC on Mondays, but never before did he experience the anticipation because of the showmanship coupling with Mary Martin, in a reprise of the "South Pacific" score. For one thing, Rodgers & Hammerstein had to cancel the Monday night performance in deference to this commitment. In addition, the management (along with co-impresarios Leland Hayward and Joshua Logan) substituted a Sunday night show for benefit of their colleagues in other legit casts. including stagehands, wardrobe women, etc., and that served as a showmanly buildup for this 30-minute radio stint. Authoritative in their interpretations of the roles and songs they created. Miss Martin and Pinza were whammo with the already standout R&H score. Sketchy plot line projected the theme as "Enchanted Evening." "Wash That Man." "Ball Hai!" "This Nearly Was Mine." "Wonderful Guy" and "Cockeyed Optimist" were vocally and instrumentally projected. Don Voorhees did an excellent musical job throughout, both, in the accomps and the band's opportunities. Not that "South Pacific" needs a trailer, but this was a tip-top institutional buildup for a show which has inspired gags such as "its was easier for the Yanks to conquer the South Pacific than for them to get into 'South Pacific' Institutional commercials for the "Ameche" were good.

Dean Martin & Jerry Lewis, touted as two comedians most likely to reverse the AM hex that obtained with other sight comics such as Danny Kaye, Milton Berle and Danny Thomas, so far seem to be following form. Not since their kickoff show—and that was spotty—have the saloon funsters come through in the abstract. The efforts of NBC's comedy white hopes in the pre-7 p. m. Sunday night slot have ranged from poor to terrible. The Burl Ives stint was anywhere in that range. They are belaboring a fallacious running gag with "Tm Italian so I can sing opera" (Martin); "I'm only 23 so are belaboring a fallacious running aga with "I'm Italian so I can sing opera" (Martini; "I'm only 23 so I don't know better" (Lewis); catchphrases such as "are you for real?" Martin's ladykilling predilections; and, alternately, the interrogative inflections for neo-Yiddishims. New comedy talent is such a rarity that the palpable faults of their management, agency, sponsors, writers and their own basic judgment make all these soobvious s surprising. shortcomings

There's hardly anything to suggest the aesthete about the New York baseball Giants' Leo Durocher, but Fred Allen will try anything. And usually succeeds. He hosted the Giants' manager in a satire, with baseball undertones, in the Gilbert and Sullivan "Pinatore" which was hardly recognized fore," which was hardly recognizable in the manner in which Allen, Durocher, Minerva Pious, et al., wrecked the operetta. Or was it "Pinafore"? It could have been anything. It at least got a number of laughs. And there were a number of laughs. the Allen retinue in pieces of business dealing more specifically ber of bellylaughs contributed ness dealing more specifically with the standard Allen's Alley.

CHEER-UP JAMBOREE
With Pee Wee King, Golden West
Cowboys, Don Hill: Bob Kay.
30 Mins., Mon.-Fri., 5:15 p.m.; Sat.
6:30 p.m.
OERTEL BREWING CO.
WAVE, Louisville
(M. R. Kopmeyer Co.)
Youthful group of folksong entertainers has built quite a rcp in these parts, and elsewhere, too, through its recordings. It has the usual complement of guitars, and other stringed instruments, and cleans heavily to vocals of the ballad type. Interspersed with the band numbers. Roy Ayres plays on the steel guitar, and a comedy character injects some bucolic fun with his recitations of poetry. There's just enough of this ten provide core. his recitations of poetry. There's just enough of this to provide corn in easy doses, and makes a pleas-ant interlude between musical

in easy doses, and makes a pleasant interlude between musical
numbers.
Sports news portion of the show
is given fast, assured delivery by
Don Hill, station's sports head. He
covers baseball games played locally in the American Assn, and
gives a roundup of scores, etc.,
from major league games as well.
Commercials stress the "cheerup" quality of the sponsor's product, and they're of appropriate
length and register to the point.
Bob Kay handles the Introes and
commercial part of the show, in
addition to working out production
details with the Cowboys. A fastmoving blend of music and chatter, it's ideally sulted to the product the show is plugging. Wied.

ment.

More effective was a segment in which Lionel Barrymore introed a group of songs that recaptured the forward-looking, adventurous spirit of America—Jo Stafford doing a century-old ballad, Al Jolson offering "The Robert E. Lee," Roy Rogers and the Riders of the Purple Sage in a moving rendition of "Ghost Riders in the Sky," and the Fred Warling Glee Club climaxing the tune-history with "This Is My

"Ghost Riders in the Sky," and the Fred Warling Glee Club climaxing the tune-history with "This Is My Country." The section, pointing up this nation's basic values, was well scripted and the kind of radio that inspires action by millions. Lacking the emotional issues that fired the war bond drives, the Treasury Department should have stressed material on these patriotic themes. In the comedy department, Bob Hope and Bing Crosby cilcked in sketch as the Gold Rush twins, underlining the campaign's "Be a Modern Forty-Niner" slogan. They topped it off with a slick saving-slanted parody on their "Road to Morocco." getting off some sharp ad libs. Jack Benny and Rochester were socko in one of their familiar hassles over money, and led smoothly into the bonds-mean-security pitch. Red Skelton's bit as rambunctious Junior was weak. "Strictly USA" number from "Take Me Out to the Ball Game," with Jules Munshin. Betty Garrett, Esther Williams, Gene Kelly and Frank Sinatra, failed to play up the talent.

Finale presented brief messages Finale presented Drief messages by Treasury Secretary Snyder and four governors. Concluding address by President Truman cogently expressed the thought that building peace and freedom is the work of all Americans.

peace and freedom is the work of Bril.

THE 8:30 SHOW
With Val Lebeau; Wally Norman, announcer
Producer: Lou Hill
15 Mins; Mon-Wed.-Fri.; 8:30 a.m. Sustaining
CKCO, Ottawa
Coming as it does in the midst of an airful of diskers, "The 8:30 Show" rates kudos for its bright, unobtrusive and brief format. Val Lebeau, vocalist with Len Hopkins' orchestra in the Chateau Laurier Grill, is 'featured in the, show which, at times, assumes a zany atmosphere, always carries a well-paced lift. Local dialers find it a blessed relief to twist to CKCO and get away from unfunny disk gabbers and their wheezes so often trying unsuccessfully to emulate the CBC's Rawhide show.

Producer Low Hill wisely avoids pointed attempts at comedy in the stanza but lets the boys in the band whoop it up as the mood seizes them, also encourages zany presentations of lyrics. Combo includes, besides Lebeau, Wilf Steabner on Jano, who also arranges; Les Lucas, bass, Jack Cook, drums; Rod Sauve, alto sax and clarinet; Norm Bigras, tenor sax and flute; Dan Douglas, trumpet. All take part in some way in each show, even if mercly as sound effects. The overall result is almost stand-out.

Air Force May Bankroll Barber's 'Cathird Seat'

Army Air Force Recruiting spon-sorship of CBS' "The Catbird Seat" as a simulcast is near the inking stage. Stanza, which features CBS sports director Red Barher ln a weekly roundup of sports news Saturdays at 6:30 p.m., would be picked up by the AAF early in July, via the Gardner

ISRAEL—YEAR II With Quentin Reynolds, Jean Ellyn, Santos Ortega, Lawson Zerbe, Larry Haines, Len Sterling, Ed-win Bruce; Jimmy Blaine, an-

win Bruce; Jimmy Blaine, a nouncer Writer: Arnold Perl Producer-director: Himan Brown 30 Mins., Sun. (15), 4:30 p.m. Sustaining ABC, from N. Y.

To mark the first anniversary of

the new nation of Israel, ABC pre-sented, as its boost to the new sented, as its boost to the new United Jewish Appeal drive, a half-hour documentary Sunday (15) titled "Israel—Year 11." Program was a simple, graphic and moving tale of the first year in the life of the new country—a turbulent, crowded year, boiled down sharply and significantly into 30 minutes of staccato, telegraphic documentation. Quentin Reynolds,

Quentin Reynolds, who was there; who met big and little; who asked questions and found out what made the nation come into being, was the narrator. In plain narration or dramatized bits, with a simple sneech that had a simple was the marrator. In plain narration or dramatized bits, with a simple speech that had a quiet eloquence, he bared the miracle of a nation created in a world of indifference or hate. The invasion by the five Arab nations; the air raids on Tel Aviv; the fighting in the Negev; the siege of Jerusalem; the steady stream of immigration that at the end of the year exceeded 200,000—all were described or enacted admirably to explain how "a dream as old as Moses came to be."

Chief Rabbi Herzog of Palestine took over the last five minutes in a transcribed talk to dwell eloquently on Israeli's new problem—the care of the vast Influx of immigrants—and to plead for financial aid via the UJA.

ABC, in a quiet way, can be proud of this one.

Bron.

YOUR WASHINGTON CORRESPONDENT With John Herling, guests Producer: John Herling 15 Mins., Wed., 7:30 p.m. WCFM, Washington

WCFM, Washington
Authentic reporting of the Washington scene is John Herling's forte and his selection of guest correspondents in his weekly talks on public affairs evidences his desire to enlighten, rather than lull, his listeners. In one of his programs, for example, he has Thomas L. Stokes, columnist, as guest. Stokes speaks in an casy Southern drawl, but with plenty of conviction. He talks straight to the point and leaves a distinct impression that he has been covering the people and the events of which he speaks.

with the aid of such working reporters as Stokes, Herling gives this narrative the flavor of Washington. With the news he blends with the aid of such working reporters as Stokes, Herling gives his narrative the flavor of Washington. With the news he blends background, explanation of parliamentary maneuvers, and visualization of Congressional personalities (occasionally with minitery) in action. Usually being acquainted with his guests, he is able to offer an informality which is lacking in many interview programs.

A second show also broadcast weekly on WCFM by Herling is called "Labor and the Nation" (Friday, 6:15 p.m.), While essentially a pro-labor program, the material includes an objective appraisal of news with the editorial matter out in the open. Herling doesn't hesitate to let labor folk know who are their friends and enemies.

One of Herling's pet peeves is Fulton Lewis, the Mutual commentator and no friend of the cooperatives (WCFM is a co-operatives (WCFM is a co-operatives (WCFM is a co-operatives (WCFM is a co-operative of the cooperative of the cooperative of the station, he refers to Lewis in one of his broadcasts as "that sweet talking mouthpiece for big interests, opposing housing legislation." Coming from a mild-mannered fellow with a Harvard accent, Herling's barbs, no matter how sharp, have a soft sting.

WCFM is offering the two programs separately or on one platter to radio stations at slightly above cost when used sustaining, with additional fee when sold for local sponsorship.

TODAY'S THE DAY

TODAY'S THE DAY With Holland Engle Writer: Fran Coughlin 15 Mins., Mon.-thru-Fri., 8:45 a.m. Sustaining WGN, Chicago

WGN, Chicago

This is another of those cheery wake-up programs, involving recorded tunes, time and temperature data, and the significance of the calendar date.

Holland Engle does a friendly job with chatter and an impartial selection of tunes.

In between numbers, listeners learn how cool it is outside, how much time they have to catch the trolley, and why a date was significant, historically, Engle's music introductions are

agency.

Televersion would add film to Barber's commentary and cut in vidpic commercials for the live AM announcements.

niticant, historically.

Engle's music introductions are artfully, blended into the tunes with no excess jolts. Show of this per makes a good breakfard background.

Tele Follow-up Comment

Gregory Ratoff was so nonplussed at having said contradictory things about Hollywood that there him off beam on "Who taid This?" but none the less the very much the authoritative guest wery much the authoritative guest micluding a showmanly opinion anent Ingrid Bergman (whose first two pictures he directed in America, including "Intermezzo") and her Stromboli idyll. Showman that he is, he wondered about a gal as beautiful as Faye Emerson (Roosevelt) "could be so smart?"; and reminisced "little did I know back in Kansas City 10 years ago that you'd know so much today," referring to the grownup quiz kid of the program. John Cameron Swayze. Latter was a KC reporter and recalled first meeting Ratoff with Zanuck, Joe Schenek and Alice Faye at that time. Show continues one of the brightest Sat, nite items, of which there are all too few. it threw him off beam on "Who Said This?" but none the less the vet actor-director-producer was very much the authoritative guest including a showmanly opinion anent Ingrid Bergman (whose first two pictures he directed in America, including "Intermezzo") and her Stromboli diyll. Showman that he is, he wondered about a gal as beautiful as Faye Emerson (Roosevelt) "could be so smart?"; and reminisced "little did I know back in Kansas City 10 years ago that you'd know so much today," referring to the grownup quiz kid of the program, John Cameron Swayze. Latter was a KC reporter and recalled first meeting Ratoff with Zanuck, Joe Schenck and Alice Faye at that time. Show continues one of the brightest Sat. nite items, of which there are all too few.

The key talent trio of "Admiral Broadway Revue." Sid Caesar, Imogene Coca and Mary McCarty, apread-eagled Friday night's (13) session on NBC with some nitty comedy. In the terping department, standout item was the finale featuring Zachary Solov in a mechanical toy ballet sequence. Opening dance, however, was relatively weak because of its routine quality. Because of the dial-twisting habits of many viewers, lack of impact in the opening couple of ninutes may prove to be a scrious flaw.

minutes may prove to be a scrious flaw.

The show quickly warned up, however, with the clever boogie-woogie puppeteering of the Martin Bros. Caesar's burlesque of a French parfumerie proprietor and his impression of a woman's early morning routine were both clicko. Miss Coca delivered a hoked-up strip turn that was salty in humor without slipping into bad taste for family audiences. Miss McCarty's bit of shenanigans on a celio was up to her usual standard. In the torch ballad vein, Beverly Janis' warbling of "Had Myself A True Love" strengthened a firstrate show.

Second telestanza of "Stop the Music" via ABC-TV Thursday night (12) maintained the sock pace and general aura of enternight (12) maintained the sock pace and general aura of entertainment and excitement established on the video debut the preceding week. With emcee Bert Parks continuing his zany antics and the show's cast, topped by singers Estelle Loring, Jimmy Blaine and Betty Ann Grove, repeating the standout jobs turned in on the pregent the program indi-Blaine and Betty Ann Grove, repeating the standout jobs turned in on the preem, the program indicated it could lure viewers even without the glant giveaway. Producers Louis G. Cowan and Mark Goodson, staged it at the comparatively low talent and production budget of \$9,500. Last Thursday's session showed a slight attempt to economize in using cartoonist Chuck Luchsinger for more of the visualization, but the others had their full share of the show. One interesting angle was that four members of the home audience came up with answers to the radio version's "mystery melody." in clieating the viewers have not been sufficiently impressed with the fact that radio and TV shows are distinguished from each other. With nobody having guessed the tune's title Thursday, the jackpot was anted from \$16.400 to \$18.100.

Commercials for Admiral, which sponsors the first half-hour, represent one of the neatest integratic Jobs yet seen on a video show. Through offering the firm's products as prizes, it is a simple matter to swing into a demonstration. Old Gold plugs, during the second half, were sufficiently varied to do a good selling pitch.

"Studio One." sustaining on CBS-TV heretofore, got off to an auspicious commercial start Wednesday night (11) with presentation of Dashiell Hammett's "Glass Key." Under the standout work of producer Worthington Miner and director George Zachary, the hourlong legiter portrayed with almost brutal realism Hammett's standard blood-and-guts tale of big-city gamblers meddling in local politics. As adapted by Miner, the story held tightly together and, with a capable cast and some new production techniques, maintained audience interest down to the closing commercial for Westinghouse, the new bankroller.

Production went awry only in one spot—when Don Briggs, as the hero, jumped through a window to escape the thugs. The cut to an integrated film clip showing Briggs on the ground several stories below was a second too late with the result that the lenses caught him "Studio One," sustaining on CBS-

"Actor's Studio" took a psychological turn Thursday night (12) via ABC-TV with an adaptation of British author Rebecca West's "Salt of the Earth," a short story depicting how a neurotic and domineering woman wrecked her own life and those of her family. As adapted by Elizabeth Hart and directed by David Pressman and Alex Segal, the half-hour legiter held interest at a high pitch. Equally responsible for the gripping melier was the excellent cast. Ann Shepherd, in the difficult role of the neurotic, underplayed the part sufficiently to make it believeable and Herbert Nelson was fine as her husband. Edith King, as the suffering sister, turned in an emotionful job. Camera work, for the most part, was standout but that shot through the dressing-table mirror was held too long for maximum results. As usual, Marc Connolly was effective in setting the mood as the precurtain narrator.

Danton Walker dished up a mediocre layout on NBC's "Broadway Scrapbook" Sunday (15). Much more could have been done with the talent lineup, but the whole session was marred by flat routines and unswervingly conventional production handling. Sir Cedric Hardwicke and Sarah Churchill (Winston's daughter), were wasted in a dull sketch caricaturizing the American conception of Britain's tea-drinking tradition. Buddy Baer, ex-pug-turned-crooner, could also have been exploited to advantage with a production number that accented his tremendous height. Instead, they had him sitting down. Standout item was Tilly Losch's execution of an exotic hand dancer but the camera, at several points,

but the camera, at several points, moved so close that her hands am-putated off the screen. Harry Savoy's dull and tasteless comedy bit was the heaviest drag on the

Vaudeville's historian, Joe Laurie, Jr., used the newest of the entertainment media to plug the oldest show business form of all when he appeared on "We the People" to herald the comeback of vaude to the Palace, N. Y., tomorrow (Thurs.). Laurie proved several things during his brief stint. First, the sampling of his act, which he did at that house 30 years ago, could almost serve today. A which he did at that house 30 years ago, could almost serve today. A few modern gags, the same shrieking cap and the cigar and he's got a sufficient stock to put him in business again. Laurie dwelt briefly on the variety names of his two-a-day era and introduced Jerry Wayne who will be on the initial bill. Wayne trailerized the initial layout with a pleasing tunc. Teicvision itself has been vaude's foremost plugger. Vaudeo has provided a new interest in variety and its current comeb.ck is partially attributable to video's showcasing many turns.

attributable to video's showcashs many turns.

Laurie, although not on the Palace bill, has voluntarily turned pressagent for this venerable house. In addition to his "We the People" turn, Laurie contributed an article on the Palace in Sunday's (15) N. Y. Times.

Trend to special material and sketches experienced difficulty three weeks ago with the reprise of "Belt in the Back" and, on last Tuesday's (10) show another kink presented itself. Patti Moore and Ben Lessy were unable to clear some of their tunes and, as a result, came on with only one song before starting to assist in sketches. Fortunately, their single try happened to be one of their stronger numbers, "Wait "ill the Sun Shines, Nellie" which gave them an opportunity to display their (Continued on page 34) Trend to special material

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RENNY'S PLACE

With Benny Rubin, Elaine Arden, Janice Walker, Milk Morse, Allen Walker, guests; Joe Bolton, announcer

Director: Eddie Nugent Producer: Jerry Rosen 30 Mins.; Mon., 8 p.m.

"Benny's Place" may be the harbinger of the summer silly season on video. Starring Benny Rubin, this show is a helter-skelter assortment of songs, gags and comedy situations mostly on the mediocre side with much being ingested by the street of simple slapstick. This is low comedy without the saving spirit of estimple slapstick. This is low comedy with no zest.

Simple format has Rubin as the proprietor of a hamburger joint in which the other performers wander in for their bits. On the premer show (16). Elaine Walker and more with a tired female carred bon of George Givot's Greek dialectics; Milk Morse ate some gold fish and guestar Marion Carter delivered an okay version of "Bogin the Beguine." Show climaxed its innity with a long skit in which Rubin played like a teleplone of the bits of the waster of the properior of the summer silly repeatedly slipped in revealing the players waiting in the sow visually, it still resembled to many other quiz programs now on the air. Ilappy Felton did an okay emece job and demonstrated his usual adept job at taken in the Beguine." Show climaxed its innity with a long skit in which Rubin played like a teleplone of the waster of the waster of the waster of the massistance of other cast members. One filmed insert showcasing a refrigerator did an effective selling the programs of the massistance of other cast members. One filmed insert showcasing a refrigerator did an effective selling the players waiting in the guest through their hurbine of the massistance of other cast members. One filmed insert showcasing a refrigerator did an effective selling the players waiting in the guest of the summer should be produced to many other quiz programs on the guest of the waster of the massistance call to her specially slipped in reveal-ing the players waiting in the guest of the waster of the massistance o edy with no zest.

Simple format has Rubin as the proprietor of a hamburger joint into which the other performers wander in for their bits. On the preem show 161, Elaine Walker eame on with a tired female carbon of George Givot's Greek dialectics; Milt Morse ate some goldfish and guestar Marion Carter delivered an okay version of 'Begin the Beguine.'' Show climaxed its inanity with a long skit in which Rubln played like a telephone while Janice Walker dialed him in for a long-distance call to her sweetie. Camera work, incidentally, repeatedly slipped in revealing the players waiting in the wines for their cues.

Vim commercials were socked home hard by Joe Bolton with the assistance of other cast members. One filmed insert showcasing a refrigerator did an effective selling job.

THE CLOCK
With Joan Stanley, Dan Morgan,
Jim Boles, Fred Wyne, Wilmur
Drake, Maurice Manson, Larry
Semon
Writer: Lawrence Klee

Director: Fred Coe 30 Mins., Mon. (17), 8:30 p. m. Sustaining NBC-TV, from N. Y.

NBC-TV, from N. Y.

Starting a new weekly series of psychological suspense dramas Monday (17). NBC came up with an improbable thriller that was, however. persuasively - enough done to be continually interesting. Series, judged by the opening program, is aplly named under general title of "The Clock," since time sometimes is the dominant factor in people's lives.

It certainly was in this initialer, as a fantastic varn unfurled about

time sometimes is the dominant factor in people's lives.

It certainly was in this initialer, as a fantastic yarn unfurled about a chap who became convinced that his wife was unfaithful; hired a gunman to kill her; then discovered it was all a mistake, and wondered what to do to ston the killer from going through with his deed at the appointed hour. But the thriller spun its tale plausibly, in an interesting combination of live sequences, integrated film and recorded voices in advance-for the moments when the suspicious husband was thinking his direthoughts). The filmed sequences looked professional and dovetailed into the story neatly, to give it much more scope and action than the usual studio yarn.

Acting, however, carried the day for evening for "The Clock," with special honors to Dan Morgan for a sensitive portrayal of the suspicious, tormented husband. Joan Stanley was appealing as the misjudged wife and Jim Boles was quite effective in a brief bit as the professional gunman. Lawrence Klee's dialog was realistic and convincing (if the situations weren't), and Fred Coe's direction was sharp and sure.

DR. FIXUM With Art Youngquist, Fd Prentiss Producer-director: Ed Skotch 30 Mins., Tues., 8:30 p.m. Participating WENR-TV, Chicago

Participating
WENR-TV, Chicago
WENR-TV, casting about for a
video answer to WNBQ's handicraft
success, "Walt's Workshop," has
come up with Art Youngquist in a
household hospital, where out-ofwhack articles are given clinical
attention and repairs.
Viewers were shown how to take
paint spots off shoes; set up towel
hooks; paint screens; make weather
forecasters out of pine cones, and
remove broken hulb from lamp
socket. Ed. Prentiss assisted
Youngquist with leading questions.
Viewers were given the impression
of being introduced to the mysteries of iife.
Camera work, mainly medium
and closeups, were adequate. So
was direction, except for several
times when Youngquist got his elbow in the way of the lens.
Youngquist, a handicraft expert
from Popular Mechanics mag, presented an easy style that will cath
on with adult viewers. If show
can eliminate wordy explanations
of simple household mancuvers, the
pace will be improved enough to
make "Fixum" a firstrate program
for home consumption. Mart.

FLIGHT TO RHYTHM With Delora Buena, Larry Carr, Miguelito Valdez, Jack Shechan Director: Pat Fay Writer: Rhoda Cantor, Larry Men-bin

Writer: Rhoda Cantor, Larry Menkin
30 Mins.; Sun., 6:30 p.m.
Sustaining (3 stations)
DuMont, from N.Y.

"Flight to Rhythm" would stand a much better chance if DuMont could afford to spend the amount of money on it indicated by the script. Idea of a serialized musical is a good one but, with the script more ambitious than the budget, it fails to come off. Program is localled in a simulated Rio de Janeiro nitery but, since the nut does not provide for any extras to fill the room, the fact only the principals are seen wrecks the illusion. Interior of the nitery is nicely mounted but the backdrop, showing a plane through the window, again militates against the overall effect. snowing a plane through the window, again militates against the overall effect. Story line.

showing a plane through the window, again militates against the overall effect.

Story line, too, could be tightened for better results. On the show caught 151, airline pilot Larry Carr was trying to convince Delora Bueno, singer in the nitery, to marry him. Miguelito Valdez was in for apparent comedy and Jack Sheehan, as a philosophical barkeep, narrated the tale and serves as the bridge from week to week. Story was too rambling, serving as an off-handed peg on which to hang a surfeit of musical numbers. Show would be better the other way around, with the music used to punch up the story. Cast was good, particularly Miss Bueno. First spotlighted on the Ted Steele show, which formerly occupied this slot, she was later given her own 15-minute program. Gal, besides being highly attractive, socked across a couple of seldom-heard Latin tunes, accompanying herself effectively on the piano. Carr also sang and Valdez did much better with his songs and drum-thumping than with his lines. Sheehan had the correct touch of informality as the barkeep but would do better with better lines.

Stal.

CURBSTONE CUTUP
With Ernie Simon
Producer-Director: Fred Freeland
15 Mins., Mon.-thru-Fri., 6:45 p.m.
Sustaining
WBKB, from Chicago
Ernie Simon.-holds court with
sidewalk interviews in a fast-moving, informal dish of chatter and
gags, Alimost anything nonsensical
can be expected in this amusing
mixture.

Show format is Simon, zany and
had him interviewing two youngsters from a Chi stage show, a
seven-year-old girl, an elevator opcrator, a shapely model, and a visting cowboy.

Simon's chatter is a disarming
line that keeps participants as
much amused as the spectators.
Kidding ranges from the cameraman to the elevator operator takring bets on the side. Theatre tickets are passed out to interviewees,
which send them away happy, At
end of show, Simon passes out
handfuls of candy to the small fry
ringing the camera, which makes
for nice touch.

This type of show will hardly
after the march of progress, but
the publicity director and news
editor of WCKY, and J. C. Oliver,
Kentucky's No. 1 crow shooter.
They discussed and demonstrated
ways of decoying crows with prop
whistles, bird images and camoufleaged wearing apparel. Entire
chatter, with use of the sport's
inaged wearing apparel pentice, as builder-upper for the next
program in the varied series, a
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hulder-upper for the next
program in the varied series.

Koll.

HOFFMAN HAYRIDE

With Dude Martin and His
Roundup Gang
Producer-Director: David Crandeil
Johns., Wed 8, pm. (PST).

HOFFMAN RADIO

In spite of the newness of the
ideo medium in the local scene
this cowboy - hillbilly compote
shows some maturity of treatment, though rough spots, chiefly
the first time.

So the first time.

As a builder-upper for the

ROMEO AND JULIET
With John O'Hare, Kendall Clark,
Herbert Evers, Bob Bolger, William Post, Ben Irving, Kevin
McCarthy, Robert Geringer,
Tod Andrews, William Windom,
Paul Lipson, Mark Roberts, John
Morley, Frank Thomas, Jr.,
Muriel Hutchinson, Pat Breslin,
Kay Lavelle
Producer: Warren Wade
Director: Albert McCleery
60 Mins., Sun, (15), 9 pm.
Sustaining
NBC-TV, from N. Y.
NBC successfully carried off
Sunday night (15) the difficult job
of staging Shakespeare's tragedy of
ill-starred lovers, "Romeo and
Julict." It captured the beauty
and poetry of the love-story, presenting it with sincerity and integrity to make it come off completcly, despite certain minor production flaws or mishaps.
Use for the first time of the
arena style of staging—presenting
players and plot from a central
platform, with cameras photographing from several sides or angles of
the seene—gave scope and fluidity
to the production. Where
the streamlined quality of the production incressary to compress one
play into one hour) might otherwise appear skimpy or chopy, the
arena style helped one to overlook
it. With no sets, and only an occasional back curtain; with a good
background music score; with excellent production and staging, but

arena siyte neiped one to overflook it. With no sets, and only an occasional back curtain; with a good background music score; with execellent production and staging, but especially with fine performances of a well-chosen cast, NBC made Shakespeare suit tele in a streamlined performance that was swift and true.

Costumes, crowds, pageantry, the swords-play, all gave the production flavor and style. Excellent individual performances gave it real personal quality and warmth. The lovers' bale only scene; Tybalt's death scene ("A plague on both your houses"); the vial scene, and the final tragic moments were splendid the atre, whether on Broadway, opera or tele. Kevin McCarthy was a manly, yet poetic Romeo; Pat Breslin, a sweet, girlish, utterly-convincing Juliet; Kay Lavelle, a richly-flavored Nurse; Tod Andrews, a dashing Benvolio; William Windom, a brash Tybalt; Muriel Hutchinson, a sensitive Lady Capulet, and Kendall Clark, a regal Escalus. Under Albert McCleery's imaginative staging and Warren Wade's sympathetic production, they made "Romeo and Juliet" a treat.

SPORTSMAN'S SHOW

Julict" a treat. Bron.

SPORTSMAN'S SHOW
With Wally Forste, guests
Producer: Rikel Kent
15 Mins.; Thurs., 8:30 p.m.
CINCINNATI ATHLETIC GOODS
WLW-T, Cincinnati
(Walter Hachnle)
A relish for those in the vast
fraternity of wide-open-spaces
gamesters, this weekly offering has
added rooters steadily since its
kickoff. Wally Forste, mainspring
in the extemporaneous proceedings, is a field and stream man of
experience and knows the tastes
of outdoor fans hereabouts. For
the past 17 years he has been outdoor editor of the Cincy Post,
doubling for a short time as one
of WKRC's sportscasters. Rikel
Kent. vet producer in Crosley
ranks, lends polish to the overall
handling. Special sets enhance the
atmosphere. Forste's dress fits
subjects at hand.
On program caught, crow shootatmosphere. For subjects at hand.

almosphere. Forste's dress fits subjects at hand.

On program caught, crow shooting was the seasonal topic. Guesters were Ed Mergard, defending national crow-shooting champ. John E. Murphy, vice president of the National Assn. of Crow Shooters and a radio figure as long-time publicity director and newseditor of WCKY, and J. C. Oliver, Kentucky's No. 1 crow shooter. They discussed and demonstrated ways of decoying crows with prop whistles, bird images and camourflaged wearing apparel. Entire chatter, with use of the sport's lingo, made for interest to viewers learning about crow hunting for the first time.

As a builder-upper for the next program in the varied series, a high-school bebop cheerleader came within camera range long enough for Forste to give a tease plug for that show.

HOFFMAN HANDIDE

washington, May 17. prove the technique of selling An expanded promotion of broadcasting advertising.

To expand the washington, May 17. prove the technique of selling broadcasting advertising. medium will be launched in two weeks by the National Assn. of Broadcasters with the formation of the Broadcast Advertising Bureau to supersede its Dept. of Broadcast Advertising. BAB will have its headquarters in New York but will operate under policy direction of a special NAB board committee, authorized during the NAB convention in Chicago last month.

vention in Chicago last month.

Plans for BAB were completed here last week at a meeting of the committee. NAB said the new Bureau will have a budget "three times as large" as its predecessor organization and will have increased personnel. Maurice B. Mitchell, who will direct BAB, will outline several specific projects which the Bureau will undertake at a meeting Thursday (19) in New York of the Radio Executives Club.

A statement of principles

A statement of principles adopted by the committee declared that BAB's purposes are:

To promote the superior advantages of broadcasting as an advertising medium.

2. To conduct a continuing edu-cational campaign designed to im-

3. To expand the use of broad-casting as a medium for selling services and merchandise.

4. To advance the profession of divertising generally as an essen-al part of our free enterprise economy.

economy.

The special board committee which acted on BAB consists of Robert Enoch of Oklahoma City, chairman; Howard Lane of Chlcago, G. Richard Shafto of Columbia, S. C., Frank U. Fletcher of Arlington, Va., and John J. Gillin, Jr., of Omaha, chairman of the NAB Sales Managers Executive Committee.

Cleve. AFRA Elects

Cleveland, May 17.

Cleveland, May 17.

AFRA officers elected for the year include Joe Black, WHK, president; Brooke Taylor, freelance, vice-president; Betty Nickel, secretary, WHK, and Mary Demling, freelance, treasurer.

Elected to the board of directors are Joe Bova, Tom Fleld, Al Henderson, Ken Ward, Joe Mulvihll, all of WTAM; Marvin Cade, WJW; John Rose, WHK, and Ken Sleds, WERE.

only through

WGN-TV TO AIR BOUTS: DROPS 3 LOCAL SHOWS

Chlcago, May 17.
WGN-TV has worked a special
deal with ABC-TV network to
screen the international Golden
Gloves' bouts Wednesday (18),
after CBS turned thumbs down on the event.

Other WGN-TV developments in Other WGN-TV developments in the past week were the dropping of three local shows for the sum-mer. Club Television, 45-minute variety musical, made its last ap-pearance Tuesday (10); Dorsey Conners' "Personality Profiles" bowed out Wednesday (11), and Reel Adventures exited Saturday (14).

Heavy night baseball sked was given as the main reason for dropping the three Chi stints. However, all three had been running minus sponsors, and may not get the greenlight for revival in the fall unless the tabs are picked up meanwhile.

Disk Jock Runs 4th

San Antonio, May 17.

San Antonio, May 17.

Bud Whaley, candidate for mayor in the recent city election came in fourth in a field of five. Considering all factors Whaley ran a nice race for the post.

Whaley entered the campaign upon the request of friends to do so and throughout the race used the phrase "I'm a disk jockey running on my record."

WOR's 'Noodnicks,' **Private Eye Auditions**

WOR, N. Y., is auditioning a new stanza, "The Noodnicks," to star Herb Polesie of MBS' "Twenty Questions" and to be produced by Mendy Brown. Airer will consist of blackout sketches on the various kinds of noodnicks (Yiddish for "pests"), such as guests who try to repair furniture, people who phone late at night, waiterbalters, etc.

phone rate at many, etc.

The MBS key is also mulling "Center 9-8600," a whodunit with a plano-playing private eye. Stanza will be scripted by Frank Daum and directed by Jay Hanna. Program toppers are also considering "Allas Romeo," a series of dramatized love yarns to feature Les Tremayne.

TOP SHOW BIZ TALENT DISKS BOND JINGLES

DISKS BOND JINGLES

Washington, May 17.

Eighteen top show biz figures recorded the Savings Bond jingles now being distributed to radio stations all over the country for the current month and a half Opportunity Drive. Platters were made by Bing Crosby, Frank Sinatra, Dlnah Shore, Perry Como, Andy Russell, Jack Smith, King Cole, Jo Stafford. Bob Crosby, Evelyn Knight, Gene Autry, Eddy Arnold, Dinning Sisters, Gordon Macrae, Buddy Clark, Doris Day, Burl Ives and the Sportsmen Quartet.

Jingles are all of chain -break length, with Individualized verses for each performer. All are to the tempton of the J. Walter Thompson agency. It goes:

It goes:

Start in right away;
Save in safe U. S. Savings
Bonds—

Plan your future stake today."

Motor City Open To Get AM-TV Spread

Detroit, May 17.

WXYZ and WXYZ-TV will broadcast and televise the Motor City Open from Meadowbrook Country Club June 16 through 19. On June 18 and 19 station will originate broadcasts of the midwest golfing event to the entire ABC radio network.

Don Wattrick, sports director of station; Fred Wolf, commentator, and Chris Brinke, golf announcer, will handle the stroke-by-stroke descriptions. A 70-foot tower will be erected to give WXYZ-TV viewers a bird's-eye squint at the first and 10th tees and the ninth and 18th greens. Four walkie-talkie units also will be utilized.

Wash. State B'casters **Elect Dunning Prexy**

Elect Dunning Prexy
Seattle, May 17.
R. O. Dunning, of KHQ, Spokane, was elected president of the
Washington State Assn. of Broadcasters at the annual meeting held
here last week.
Dunning succeeds H. J. Quilliam,
KTBI, Tacoma, James W. Wallace, KPQ, Wenatchee, was chosen
veepce, and Tom Olsen, KGY,
Olympia, was named secretarytreasurer. O. W. Fisher, KOMO,
Seattle, and Quilliam were elected
to the board of directors.

Wallach Exits WNYC

George Wallach, director of programs and operations of WNYC. New York's municipal station, has handed in his resignation to devote fulltime to TV activities. He scurrently producer-director of the Wendy Barrie show on Du-Moni

the Wendy Barrie show on Du-Mont Wallach will stay on at WNYC until the Civil Service Commission holds an examination to fill the program spot. Before joining WNYC he was a producer-director at WNEW and headed up the Amer-lean Theatre Wing's radio-tele de-partment.

Philadelphia—Lit Bros, department store has renewed its sponsorship of the "Magic Lady" program over WFIL for another 52 weeks. Show is broadcast Monday through Friday from 6 to 6:15 p.m. Signing of contract keeps in effect a sponsorship which has been continuous since 1943.

KECA-TV Delayed Again: ABC Coast Outlet May Not Open Now Till Fall

Hollywood, May 17.

Hollywood, May 17.

Present indications are that ABC will not get its KECA-TV outlet here on the air before early fall. Net has now cancelled its June starting date and is talking in terms of July. Web has been pushing back its kickoff date month by month for the past six stanzas. stanzas.

Latest indication that KECA will

Latest indication that KECA will be not locked up till the fall came when CBS-Times station KTTV received an order to beam the Gen. Eisenhower "Crusade in Europe" series until the ABC outlet starts telensing commercialy. KTTV began the series on May 8. CBS execs feel they will come close to showing the entire 26-week series and will possibly handle the entire package. ABC owns the rights to "Crusade," which is currently bowng over the web's eastern hookung over the web's eastern hookung. ing over the web's eastern hookup.

STARS & STRIPES DUE AS VIDEO FEATURE PIC

AS VIDEU PLATURE PIC
Frankfurt, May 3.

U. S. video fans will soon see a television feature story on the Stars & Stripes, U. S. Army newapaper for the Occupation forces. Feature will be released by Telenews, sister corporation 10 International News Photos.
Feature will show all phases of Stars & Stripes, highlighting editorial and production. Major portion of U. S. television stations are expected to handle Telenews release, which regularly distributes newsreels and features to those stations.

Mastic Back on Air: To Use Multi-Linguals

Mastic Acres, large land development in Suffolk County, L. I., has been lnked by WVNJ, Newark, for 30 quarter-hour periods. Move is considered significant because Mastle, which sets advertising patterns in the real estate field, recently had exited radio for newspapers. Contract Is for 26 weeks, via Flint Associates.

tract ls for 26 weeks, via Flint Associates.

Advertiser will also use foreign language stations, launching a campaign on WHOM, N. Y., with other multi-language deals in the offing. TV spots are being placed on WPIX, N. Y.

IN '49

BALLANTINE

WANTED

One terrific girl (singer or dancer) for TV musical-variety show. Want someone young with looks, personality and ability.

ALSO

Good all around comic — clever and versatile — for same show.

Please send photo with reply to either of the above.

VARIETY, Box V-191 154 West 46th St., New York 19

HIRED HELP WANTED

commercial shorts corporation with 30 sub-to sebadulad. We require a creative con-uity writer: a director with a technicolar duction record; two studio production unital mating on East Coast and equipped for and and excellence. Write or wire for im-didita abusintments. Res. v. 201. Variety. spand and excellence. Write or wirn madiata appointments. Box V. 201, 134 Wost 46th St., New York 19.

FOR SALE

Fully Equipped Motion Picture Studio BRAND NEW SOUND RECORDER 25 x 80 Feet In Times Squre Area Low Rental Box 999 Veniety, New York City

EXPERIENCE ing men have received help. But the Will your new product assistance provided has not been merely time-on-the-air. WLW's serv-

really sell? Only through experience will you learn whether your product is right ... your

package appealing . . . your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons - in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertisice goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLWwith its unequaled facilities-can help you gain the experience you need to reach ... and sell ... consumers.

Do you have a sales problem? The Nation's Station will be glad to help you solve it soundly.



Crosley Broadcasting Corporation

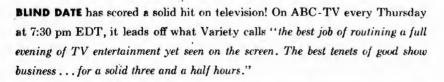


VARIETY (May 11, 1949) SAYS:

"BLIND DATE

on ABC-TV looks like a winner and should grab a sponsor fast"

> "Much of the success of the preem performance was directly attributable to emcee Arlene Francis. Visually attractive, nicely gowned and glib ad libber, she did an excellent job,"



By sponsoring Blind Date on ABC-TV, you are a part of the strongest night in television!

For complete details, call ABC-TV Sales, Circle 7-5700

ABC TELEVISION American Broadcasting Company

→ ABC Television Center • New York 23, New York

HERE'S ABC-TV's THURSDAY NIGHT LINE-UP

7:30 BLIND DATE

plete with salid laughs, human interest and, because of its visual impact, suspense haidly appraiched by the radio version." (And you can buy it!)

8:00

paced, excellently produced one-hour entertainment. Can't miss becoming one of the top shows in tele." (Sponsors: Admiral, Old Galds)

9:00 Crusade in Europe

"'Crusade in Europe, General Eisenhower's story of the Allied campaign in Europe, has been given an exciting ment for television purposes. An excellent reportage." (Sponsors: TIME and LIFE)

9:25 **NEWS STORY** OF THE WEEK

A review of the week's news highlights, specially prepared for television by Iwentieth Century-Fox. (Sponsor: PAL Razor Blades)

9:30 **ACTOR'S STUDIO**

Winner of the coveted Peabody Award "for its uninhibited and brilliant pioneering in the field of televised drama." (Another great sales vehicle in a great night.)

10:00

The new sensation of the nation! The fast, furious, fabulous Roller Derby. (Avoilable for sponsarship on Thursdays. Friday night sponsor: Chevrolet Declers of New York)

Tele Follow-Ups

Otherwise, there were mixed moments in the show. A restaurant sketch with Milton Berle, Moore and Lessy failed to come off as expected, each muffing lines to give a sloppy tone to the proceedings. However, Robert Merrill's operatic aria picked up the pace and most of the cast acquitted themselves attaining with some song and comedy work. Bill Robinson had some admirrable production with Tip, Tap & Toe coming in on a finale.

Signund Romberg gave Ed Sullivan's "Toast of the Town" a neat lift Sunday night (15) "a Roman and the Sunday night (15) "a Roman and the Proper verve. With Metopera soprano Jarmila Novotna soloing, the composer played some of his musicomedy standouts. Both were excellent and some interesting camera effects worked out by Miss Novotna dressed their performances.

trick breaks and Lessy's zany style of tuneful mugging.

Otherwise, there were mixed moments in the show. A restaurant before in less than a week.

"Yesterday's Newsreel," over CBS, Is a good Sunday night topper-offer towards the end of the TV evening with old clips such as Jack (Legs) Diamond; Teddy Roosevelt's first flight (1910); German Fleet Surrenders (1918) with George V and the then Prince of Wales Obuke of Windsor) aboard the British flagship; 1922 Personalities in the News (Mistinguet with her famous gams, the Boys Scouts' Baden - Powell, Edward Earle and Billie Burke as the "most popular team of the year")—whatever became of Earle; '29 fashions; birth of the Irish Free State; '27 sports highlights, and the like Perhaps the only dull clip was the volcano eruption, static at least in relation to the other human-interest stuff. Seidenberg Cigars plugs are a bit obtrusive with that middle plug, whereas fore and aft would suffice.

sances.

Sullivan brought golfer Frank Stranahan up from the studio audience for some dubious byplay. Al Bernie came close to the blue border with some of his gags but stayed clean enough to amble off as winner for the night.

Sullivan, incidentally, should either spot a camera where it can pick up orch leader Ray Bloch or forget those constant asides to him. Home viewers, especially when Bloch can be heard answering back, get only a frustrated feeling when they cannot see the maestro. Trent TV standards is far too much.

In short, this could be more of a wham show cut to a half hour. The Waring show seems to lose its feeling of opulence when the camera narrows down to the solo or small-group performances with their scant backgrounds. While the performers in these instances may be worthy, there isn't any doubt that when the camera departs from the whole setting—and the depth of personnel and production background—there is no standout personality to take the solo spotlight. The Waring soloists don't have the stature to have the camera focused on them alone for several moments. It slows down the whole layout.

The dance-contest idea is a slow-

down the whole layout.

The dance-contest idea is a slower-up, too, especially when it concerns two "winning" couples as
those who competed for top prizes
on Sunday. Neither showed
enough ability to maintain the
show's much-needed pace.

"Ford Television Theatre's" presentation of "One Sunday Afternoon" Monday night (16), via CBS-TV, bulwarked by the solid thesping of Burgess Meredith, Hume Cronyn and Francesca Bruning, was sock all the way. James Hagan comedy, produced originally on Broadway and later filmed several times, was nostalgically filled with the flavor of the '90s and also generated neat suspense via the flashback technique.

suspense via the flashback technique.

Meredith was fine In the Biff Grimes role, shading his acting to the correct degree to make the character believable. Cronyn was equally standout as the wily Hugo Barnstead, being suitably hateful for the part. Miss Bruning was particularly appealing as Amy, Biff's wife, the role she originated on Broadway, and Augusta Roeland fared well as Barnstead's wife. Pat Harrington, mitery comic, shone as Biff's sidekick who helped administer the gas to Hugo for the climax.

Production was excellently wounted by producers Garth Montgomery and Ellis Sard on sets designed by Sam Leve. Mare Danlels' fine directorial touch was evibackground music helped build the various moods.

Tele Reviews

Continued from page 31;

la Mortimer Snerd by Red Gillham, who put it over with infectious mugging. Fiddle novelty by Texas Neal and midget accordion solo Ted Johnson also had good vaude comedy appeal. Other spe-cialties made the grade with some ceeing by Dude Martin on competent side.

ceeing by Dude Martin on competent side.

Since this was preem of this show Martin's con! /> showed obvious strain. reflecting multiple impresario chores, including playing to and stimulating reaction from studio audience.

Item which glared was inadequate identification of sponsorship, in spite of effective commercials copy; most, viewers had no sure knowledge whether show was sponsored by Hoffman Ginger Ale, Hoffman Radio or Irving Hoffman, until well into half of show. Another item which jarred was camera slant for closeup, which coming from sides, glimmed Martin as looking past video onlookers rather than at them. Direction should have required Martin to look toward camera instead of at studio andience for proper impact on viewers.

Song melange included "Deperative of the state of t

on viewers.

Song melange included "Deep-Freeze Dinah," "Mighty Lak a Rose," "Life Gets Tejus," "Avaion," "Cool Waters," and "I'd Love a Home," all offered with traditional nasal twang and interspersed with patter of usual bucolic slant. Lighting okay, with camera work clear. Sum total was adequate, if not of super quality, but holding promise in offing. Ted.

TV Skate Remote

Continued from page 27 = cost to permit wider coverage of

the skating. Featured along with Miss Carroll will be Milton and Clifford Wilkins, Joan Westenberg (World Congress figure-skating runner-up), the Queens Four, the Whirtwind Ambassadors and bar-rel-jumping acrobats and dance teams.

teams.

Deal for the show was set by WPIN's Allan Lawrence and Emil Lence, the rink's promoter. WPIX sports and special events chief Ray Brrrett is to handle production for the station, with Jack Murphy supervising the camera pickup.

French Radio

ly, with no control over the programming content, the calibre is not sufficient for bull's-eye results. The U. S. is represented on this outlet with a daily Voice of America program. not rated too highly. Certainly it is not on par with standard and good American broadcasting abilities. The American colony in France regrets that its radio is judged by these efforts. Also in a short while, the goodwill network, a kind of symbolic affair initiated by the International division of France, will bring a series of programs from Individual American radio stations which will be broadcast.

In France a B and B is not only Variety and Comedy

Variety and Comedy

The attitude of Large Blanche."

The results have sometimes exciting. Cor as little as 10 minutes, but that's the way it's produced. Here way it's produced where the way it's produced. Here way it's produced where the way it's produced. Here way it's produced where the way it's produced. Here way it's produced where way it's produced where way it's produced where way it's produced. Here way it's produced where way it's produced where way it's produced. Here way it's produced where way it's produced where way it's produced. Here way it's produced where way it's produced way it's pr

In France a B and B is not only available at the many bistros, but is also on tap at RDF (Radio Diffusion Francaise). Here it stands for Brains and Budgets, a constant battle that sometimes results in wonderful ideas. For example, each work RDF, unable to a flord large wonderful ideas. For example, each week RDF, unable to afford large-scale dramatic shows, places its microphones in strategic positions on the stage of one of the Paris dramatic shows.

dramatic shows.

It then broadcasts the play in toto. When pantomimic effects draw a curtain of silence, a content at of elseribes the action. Certainly this is not radio at its best, for it surely makes radio an interpleper at the theatre and presents a feature that is second-hand and of custom-tailored. The French not custom-tailored. not custom-tailored. The French people like this show and there have been many instances where the radio production has accelerated the boxoffice of a slow-starting play.

ing play.

Interestingly, the French radio gets this production free on a deal with the legitimate industry. It isn't a Lux Radio Theatre or a Ford or Theatre Guild, but it's a whale of a show even considering the investment. The plays, by the way, are much racier in confent than American radio dramatic fare and when the sping gets too rough the American radio dramatic tare and when the going gets too rough, the RDF records the entire show and rebroadcasts it at a later time of the evening when the children are asleep. Also in plugging the week's attraction, the announcer warns of the tweek's recorders that well be a recorders that well be a recorders. attraction, the announcer warns of the type of program that will be heard. For a while French radio people prefaced the show with an announcement that it was not de-signed for children; this doubled the audience.

Carte Blanche

The trick of getting top-ranking persons in any field to work for the kind of money available to operations such as RDF is an invita-

ABC, WOR Continued from page 25

tuned to AM 10% longer in '48 than in '46. In an average day the tuned to AM 10% longer in '48 than in '46. In an average day the average home listened three hours, 55 minutes in '46 and four hours, 19 minutes in '48. Taking the boost in listening time together with the boost in number of homes, Nielsen figures show a 22% increase in the number of hours listened daily.

A special survey conducted by The Pulse for WOR found that 26 of every 100 housewives in Metropolitan New York are listening to the radio during the average daytime half-hour and that 37% of all housewives at home have their sets

the radio during the average daytime half-hour and that 37% of all
housewives at home have their sets
on. These figures are higher than
the average for all listeners.
The survey also reported than
middle and lower-income housewives listen to the radio 23% more
than well-to-do women. Women
without phones listen 20% more
than those with phones, a point
which reinforces the argument
that telephone-based ratings underestimate the size of audiences.

Pulse also found that the
younger the housewife, the higher
the level of daytime listening.
Women with children under 15 listhe 126% more than those with
older children or none at all. Peak
listening periods for housewives
were in the early morning and
from 5-6 p.m.

Point is made by ABC researchers that the lowest-rated
commercial AM progress.

from 5-6 p.m.

Point is made by ABC researchers that the lowest-rated commercial AM program reaches 1,203,936 families—more than the 1,037,881 families estimated for the highest rated TV stanza. The reason, of course, is that TV homes are anly 3% of the radio homes.

Coral Gables, Fla.—Roger Krupp joined the staff of WBAY here and will specialize in news and a mid-night to 2 a.m. disk show.

Variety and Comedy

Variety and Comedy
The most popular program fa
France is a comedy-variety show,
but this type of broadcasting is not
allocated a great deal of time. The
top show is called "Chargement de
Decor" ("Change of Scenery" and
is presided over by Jean Nohain,
whose brother, Claude Dauphin, la
known to New York. It's vaudeville, it's razz-ma-tazz, It's French
Miffon Berle, with Nohain scrambling in and out of all the acts.
Quiz programs are not particu-

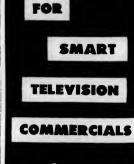
bling in and out of all the acts.

Quiz programs are not particularly popular and disk jockeys are
limited to title intros to disks. A
notable exception is the jazz expert. Tugh Panassie, who interviews artists and gives background
on rare and current jazz tunes.

While popular in France, jazz has
a limited, rather than a mass appeal.

Another popular item in this

Another popular item in this category is a program named, "Monsieur Proudent the Concierge," played by Max Regnier. This is a weekly half-hour is which Regnier, who is a sort of Will Rogers in spirit if not in style, plays the part of a concierge (a combination janitor and manager of an apartment house). His office is located right by the entrance and he is constantly being interrupted by the mailman, tenants, delivery boys, etc. He trades quips with them and doesn't pull his punches when it comes to affairs of state.



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The WWJ market... weathervane for the nation!

As Detroit goes, so goes the nation . . . that's an old axiom in the business world. And Detroit is going great! Auto production for the first quarter of this year passed up all post-war records, with no e.sing-up planned. That means another boom year for the Detroit market ... and the Detroit market is the WWJ market.

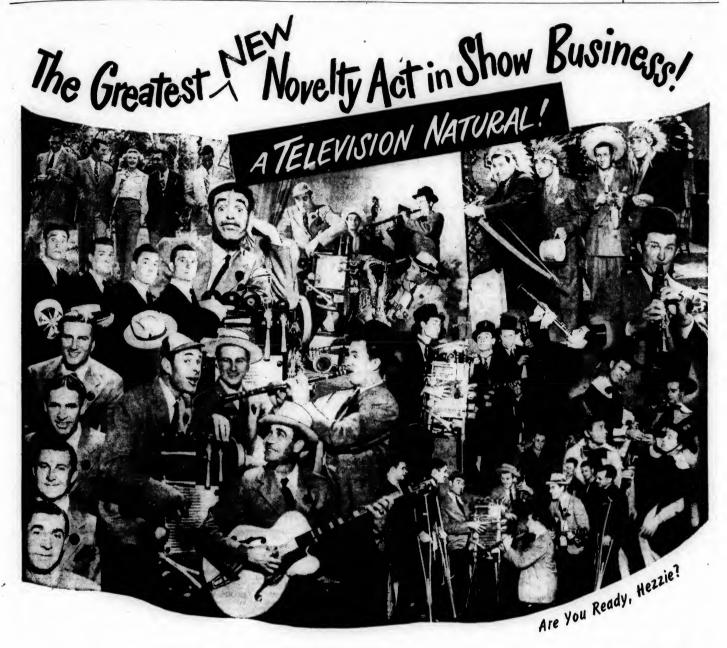
WWJ, first radio station in Michigan, blankets the entire six counties that comprise the Detroit trading area. WWJ's top local talent, its NBC affiliation, and public service features which have won many national awards, assure attentive ears for advertisers on this medium that has enjoyed community confidence for 29 years.



Basic NBC Affliate

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS National Representatives THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWI.TV



HETZIE ORIGINAL SHOTS HOUSEN HETZIE

NOW HOME IN HOLLYWOOD

Management

MITCHELL J. HAMILBURG AGENCY

8776 SUNSET BLVD. . HOLLYWOOD, CALIFORNIA.

Tele Chatter

New York

36

New York

Muriel Stafford, N. Y. Mirror handwriting analyst, signed for a series of television shows following her election as prez of the American Society of Graphologists Don Wolf, formerly with the music department of WMCA, N. Y. indie radio station, taking over as administrative assistant to Ted Steele on his TV and radio enterprises. Fram Warren, ingegue lead of Mike Todds "As the Girls Go" legiter, planning a series of TV shows featuring hit tunes from the top Broadway musicals of the last 25 years. Matt Harlib, CBS-TV shows featuring hit tunes from the top Broadway musicals of the last 25 years. Matt Harlib, CBS-TV shows featuring hit tunes from the top Broadway musicals of the last 25 years. Matt Harlib, CBS-TV shows featuring hit tunes from the formation Television's film chief, named to draw up committees and handle arrangements for projected quariety forum sessions of the National Television Film Council No man Bradford, formerly with the Paris & Peart ad agency, switched over to the Kudner and Parade" narrafor. Sheduled to tell the Tobe-Coburn se ool's graduating class May 27 a' out "Fashions in Television." Radie Harris doing regular weekly stint on ABC's "Hollywood chatter and previewing a film.

fi'm.

Bob Stanton, announcer on Rob Stanton, announcer on the Morton Downey and Roberts Quinlan shows sponsored by Mohawk carpets, ill at the Nyack (Y. Y.) hospital with peptic ulcers. Carles Stark is subbing.

Dr. Albert Francis Murray, television consultant of Washington.

D. C., has been elected to the



On an Island with You" Mgt.: LOU CLAYTON

"A CLEVER IDEA IN PROGRAMMING

WHAT MAKES () YOU TICK?"

WITH JOHN K. M. McCAFFERY ADDISON SMITH

board of Sindlinger & Co., opera-tors of Radox, new instantaneous radio-television audience measure-ment dwice. He'll also act as con-sultant to the company.

Hollywood

Hollywood

KSTL will telense its entire evenings programs from Don Lee
Cadillac showroom in the Valley
on May 21. Carlton Winckler, program director, has ordered all
scripts to be built around the
Cadillac show room integrating
plugs into story line of respective
shows. Stunt is being offered
rather than staging a straight halfhour commercial from the new display palace. Rita LaRoy's tele
slow "You're the Star" goes off the
air after 52 weeks of beaming by
KTLA. Understood that after
pumping out coin for show for a
year wilhout a sponsor, KTLA deridded to insert its own package at
a cut nut Mayor Fletcher Bowron and Lloyd Aldrich, Bowron's
opponent in the May 31 mayorality
election, are making tele-pix as
part of their campaign coverage.
Aldrich is shooting a 15-minute
tele-pic and Bowron a five-minute
reel Frank Ruppenthal's Teleplay Productions will start shooting at Hal Roach studios on June 1.
Teleplay has been inked, through
General Television Enterprises, to
make 13 of the 26 vidpix contracted
for by Procter & Gamble.

Chicago

Chicago

New ABC-TV staffers are Dick
Locke as farm editor, Richard
Orther and Dick Wyatt as production assistants, and Doris Hersh as
property aide. Ray Limberg appointed maintenance supervisor of
NBC tele engineering. Sarra,
Inc., signed by Leo Burnett agency
to make Burton Holmes film for
Santa Fe railroad Dorsey Connors hosted cast members of Funsapoppin show on WGN-TV'S Personality Profiles Jane Ashman
scripting WENR-TV mystery
Hirilter "Stand By For Crime"
Bonnie Pritchett debuted on WGNTV's Mystery Players after dramatic awards at Loyola U. and
Mundelein college. New engineering staffers at ABC-TV are
Paul Bioni, Cliff Braun, Jim Edwards, Charlle Kiser, Harry
McColl, Ed Moore, Rob Popke, Bob
Wadeson, Millard Whitloek, Norb
Greene, Fred Slinkard and Frank
Dukewich John Bryson and
Vince Garrity announcing Nail.
Girls Basebail games via WENRTV sponsored by Nectar Beer.

London

Half-hour of the Gracle Fields show from Empress Hall to be felecast tonight (18) Davis Cuptennis championships from Wimble-don will be featured on three consecutive afternoons with zoom lenses for special closeups. The

Betsy Bounced

Boston, May 17.

A WCOP disk-jockey was knocked cold Sunday (15) while hitching a ride on her boy friend's bike. The jock is eight-year-old Betsy King, who has her own stanza on the ABC outlet here.

ABC outlet here.

Miss King, who had just finished a pitch for the Children's Hospital fund drive, was standing on the back of a playmate's cycle when it hit a bump and she was knocked unconscious. She was taken to the same hospital she had previously neurged. viously plugged.

WPEN-NAB

Continued from page 23 a

lems are about as closely related as that of newspapers to transit-advertising.

The belief that the NAB had nothing further to offer stations of nothing further to offer stations of his wattage and position was aggra-vated at the Chicago meeting when the NAB set up an advertising bu-reau to go into TV. The NAB also oaned \$75,000 to the Broadcast Measurement Bureau, an organiza-tion to which WPEN has never subscribed.

The Chicago meeting, Obrist said, was the last he ever planned to attend. His experience was that everybody sat around and groused. There were no discussions at all of There were no discussions at all of pertinence to stations like his own. The consensus of a score of broadcasting men he approached on the subject was that the Chicago meeting added up to nothing.

Although WPEN's compliance with the NAB code has never run short of 97%, "which we can do without even trying." Obrist said the code obviously doesn't work for the little fellows, who have to fight for every nickel.

Insisting that he is no reformer, Obrist said the obvious solution would be to break down the AM industry into its component parts industry into its component parts—indies, nets, clear channel stations, smaller stations, part-time stations, 5,000-watters and 250-watters. "Let these separate individual groups work out veir own problems, agree on a program in advance and send representatives to the NAB convention, and we might get something," Obrist said.

"Television is a tremendous competitor for our business, and to expect AM and TV to sleep restfully in the same bed is ridiculous." Obrist s::\". The NAB appropriation of \$250,000 to the Broadcast Advention Pure Nab appropriation of \$250,000 to the Broadcast Advertising Bureau to spend on TV was also largely responsible for Obrist's decision to quit the national organization.

The NAB has grown much too big in recent years, he added, slat-ing he was surprised that the or-ganization's bylaws had not recog-nized the fact before this.

Schwerin

radio plugs, he found people believe only the commercials they like and thus remember. Those that violently disliked are generally not believed.

are violently disliked are generally not believed.

He will list specific examples to the Chi execs of commercials that have not accomplished their job, including a soap plug which used scientific terms to describe the product, so that 60% of the listeners did not know what the words meant; a drug product emphasizing the brand name—45% of listeners thought it was sponsored by a leading competitor, and a singing commercial built on a w.k. time—99% remembered the tune but not the sponsor. On the other hand. Schwerin found one commercial for children, remembered by only 10% when it was presented by an announcer. When the show's star made the pitch, 85% remembered.

"Our studies have definitely in-

made the pitch, 85% remembered.

"Our studies have definitely indicated that with commercials, just as with the entertainment portions of radio programs, listeners can be selected, entertained, impressed, convinced and sold if the advertiser is willing to study his audience and his message," according to Schwefin. "As with entertainment, it is not the basic idea that idea. Our vast radio is like an inverted pyramid resting shakity on one foundation shone—the advertiser's commercial message. If that stone extends on the stone commercial message. If that stone crumbles—and I think psychological deafness is crumbling if—the whole structure collapses."

DuMont

Continued from page 27

are "Apartment for Four." a situation comedy with Minnie Joe Curis, which Ernie Ricca will direct; "Actors' Auditions," in which lesser-known professional talent will be judged by a panel of TV critics; "Stop the Picture," a jackpot quiz show with visual questions; "Roscoe Karns and Inky Poo," featuring the former film actor with an invisible pet, similar to "Harvey"; "Play DuMont," a visual home participation game; "Hands of Murder," mystery meller to be scripted by freelancers; Ernest Trues starring in "Timid Soul," based on H. T. Webster's cartoon and packaged by Wilbur Stark, and "All the World's a Stage," featuring Joe Julian as a stage-manager. Du-Mont is also dickering for a new Bernard Schubert package, titled "What's Your Verdict?"

"Hartem House," auditioned

"Harlem House." auditioned Monday, featured a list of top sep-lan performers, including Timmle ian performers, including Timmie Rogers, Son and Sonny, Josh White, Marian Bruce, the King Cole Trio and Ray Robinson, welterweight boxing champ. Audience at the theatre was asked to jot down comments, plus answers to such questions as whether the show should be an hour or half-hour, what time of the evening it should be aired, elc. In a preface to the questions, signed by Caddigan, the audience was told that TV belongs not to stations or the networks but to the public, who should therefore "be given the opportunity to decide what goes on the air and what doesn't." doesn't.'

Berle

Continued from page 1 =

with Stellar Productions, a pack-aging subsid of the Morris office. This is a key phase in Berle's at-tempt to shake himself loose from a deal that Texaco and Kudner claim is operative for two more 39-week periods beyond the current contract.

ontract. *

Berle's attorney, Irving Ka

realed vesterday (Tue Berle's attorney, Irving Kaufman, revealed yesterday (Tues.) that Berle's contract is not with the Texas Co. This was affirmed by the Morris office. "It is our contention that there are no exercisable option rights on the part of the owner of the package (Stellar) for Berle's television appearances, "Kaufman added. Abe Lastfoget, g.m. of the Morris agency, flew in over the weekend on this problem and hopes to fly back to Hollywood lonight (Wed.").
While He Kudner agency reveals

g.m. of the motifs agency, near in, over the weekend on this problem and hopes to fly back to Hollywood tonight (Wed.).

While the Kudner agency reveals that it was prepared, in representing Texaco, to give Berle a big boost for his second 39-week cycle, beginning in September, it's felt that Berle is holding out for much more. Reports on what he wants go as high as \$15,000 weekly, though it's believed that \$10,000 is closer to reality. Texoco is understood ready to go as high as \$10,000 for his television show, With his Texaco AM radio show the following night (Wed.), the comedian's gross jumps to around \$4,500 for both shows.

Since word of the Berle-Texaco studion got out, there have been a flood of offers to sponsor Berle in a show of his own. He hasn't acted on any, the Is "as receptive to any offers from Texaco as well as those from other polential sponsors." And some of the offers have been from some of the biggest spenders in radio and television, especially following on the heels of the extraordinary publicity he's golfen lately, including cover stories last week in Time and Newsweek, and the Interfaith diner given at the Waldorf In his honor. Plus which he has just closed a Warner Bros, picture deal.

Bill Veeck's Sports Quiz

Cleveland, May 17.
W.I.W. which broadcasts the Cleveland ball games to its standard network, now promotes sports quiz series. network, now promotes a quiz series with Bill Veeck

sports quiz series with Bill Veeck as encee.

The tribe president is assisted by announcer Bruce McDonald on the half-hour Wednesday B p. m. stint. Those submitting questions get prizes if board of experts miss or answer the submitted inquiry. Among the members of the board will be Otto Graham, Brown's quarterback; Harrison Dillard, Irack slor, and Larry Atkins, fight promoter.

DU MONT'S GIVEAWAY FOR DAYTIME VIEWERS

DuMont television, in line with its new program hypo efforts, has scheduled a giveaway stunt to promote daytime programming on WABD, its N. Y. flagship station. WABD, its N. Y. flagship station. Calls are to be placed to homes of viewers throughout the day, and an announcer will cut in for a minute quizzer every 15 minutes, asking set-owners whether they were watching, and offering prizes to correct answers to questions based on what was on the air.

on what was on the air.

On the assumption that daytime shows are watched mainly by the housewife and younger children, DuMont will attempt to sell itself as a "regular member of the family." Quizzer is to be titled "The DuMont Housekeeper." Respondents, of course, will have to watch the screen to get the correct answers, and thus the web hopes to build its audiences to a point where it can attract more sponsors.

TV Sneaks

Continued from page 27 =

vance how many viewers will tune into a sneak-and if they don't like the show, it might just as well be

Van Voikenburg emphasized also his belief that a TV sneak is unfair to talent. Too often, he said, a show will look good on paper but flops when it his the air. Viewers naturally blame the performers who thereafter find it exceedingly difficult to make the TV grade. CBS, he said, tried the sneak lechnique only once. Show drew so much bad reacton the web was forced to drop it, at the expense of the time and money involved.

By testing program likes at the said as the said to th his belief that a TV sneak is un-

By testing program ideas via closed circuit transmissions, he said, it is possible to hold the audisand, it is possible to noted the audi-ence down to only the web's plan-ning board. Then, if the show is not right, it can easily be brought back for script revisions or what-ever else is necessary to fit it for regular airing.

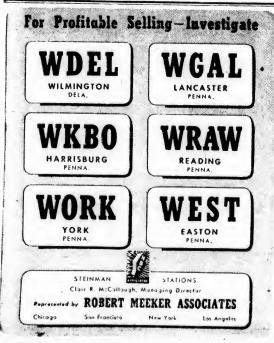


The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS. Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-tocoast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations -we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI



CHI FM STATIONS SET UP NON-PROFIT GROUP

Chicago, May 17. FM stations here voted to set up a non-profit organization known as FM Broadcasters of Chicagoland, and picked a five-man board of directors to guide its incorpora-

tion.

Idea of founders is to promote FM listening and the program preferences of Chi area listeners. Coperative ad and promotion campaigns will follow an intensive research project financed by the member stations.

member stations.
Directors mominated to the board are Ted Leitzell, WEFM (Zenith); Harold Smith, WMAQ-FM; Harold Benton, WILA, Woodstock, Ill.; Edward Wheeler, WEAW, Evanston, and Ralph Wood, Jr., WMOR, sparkplúg of the movement.

NABUG

Continued from page 27

olize the originating activities of television to any one geographical area."

Kneedeep wealth of Hollywood talent and technicians was spotlighted by McCue when he warned that the eastbound cable limita-tions would "restrict and prohibit development of programs, creative and artistic talent and skilled eraftsmen."

Jones admitted that the next move was up to Washington and FCC chairman Wayne Coy. Af-ready involved in the investigation of the AT&T move are Sens. Scott Lucas and Paul Douglas of Illinois. Lucas and Douglas both have built small fires under Coy, according to Jones, who pointed out that con-siderable time might elapse before concrete action would be taken.

concrete action would be taken.

Member unions of NABUG are
American Federation of Radio Artlsts, National Assn. of Broadcast
Engineers and Technicians, Radio
Broadcast Engineers, Radio Directors Guild, Radio Writers Guild,
and Radio Engineering division of
IREW.

While-You-Wait

which different elements of the

which different elements of the show are listed.

NBC will beam the show to N. Y. via coaxial cable, where it will not be transmitted over the air, but will be kinescoped for judging by 1.200 pre-selected viewers, voting in four NBC studio sessions via the number-cueing method. An additional 350 New Yorkers will watch the program at the RCA Johnny Victor theatre in Radio City. They will use a "TV test trigger" and electric pen recording units to indicate their reactions.

Schwerin hopes to be able to Schwerin hopes to be able to find answers to such questions as the effectiveness of panel quiz shows, the necessity of visual ques-tions for TV, reaction of audiences to the TV version of "Kids" as against the AM program, the most popular types of questions and against the AM program, the most popular types of questions and commercials and the parts of the program liked best and/or least by different groups. In addition, he'll probe for answers to more general research questions, such as the size of the sample needed for reliable results, the required frequency of reactions, new audience characteristics in TV, differences in reaction between a studio test and one in the home, etc.

tion between a studio test and one in the home, etc.

Cost of the mammoth test is to be shared by Schwerin, NBC, Miles Laboratories (sponsors of 'Kids' for Alka-Seltzer) and the Wade ad for Alka-Seltzer) and the Wade ad agency here. Details were worked out by Wade research chief Gordon Norberg, in association with Schwerin and NBC research director Hugh M. Beville, Jr. They hope to complete the N. Y. tests within two weeks and have detailed results on the entire project available by June 15.

ROGERS (WLAW) MEMORIAL

Boston, May 17.

A memorial to Alexander H.
Rogers, founder of WLAW, Lawrence, and publisher of the Lawrence Eagle-Tribune, is being
'erected in the new science building of Merrimack College in Andover, by his son Irving E. Rogers.
Latter is president and treasurer
of the Lawrence station

of the Lawrence station.

Heavy Columbus Sales

Appliance dealers here who opposed the sale of television sets until WLW-C, first local video station, was ready to begin programming, now report heavy demands for receivers. Distributors report moving 1.667 sets to dealers in a 19-day period, boosting the total of sets delivered to the trade up to May 2 to 5.391.

Congress in Going Over As N. E. Regional Network Holds 3d Annual Dinner

Holds 3d Annual Jinner

Washington, May 17.

New England Regional Network held its third annual dinner here last week at the Mayflower hotel, with the web's weekly "Round Table" program, which originates regularly from the NBC Capital outlet, WRC, as first item on the menu. Lief Eid, of NBC, was moderator of program, "Is This the Bist or 80-Worst Congress?", in which four member of Congress from New England participated. Program went out to WBZ, Bóston; WTIC, Hartford; WJAR, Providence; WCHS, Portland; WLBZ, Bangor, and WRDO, Augusta.

Held to honor New England

dence; WCHS. Portland; WLBZ, Bangor, and WRDO, Augusta.
Held to honor New England members in Senate and House, the NERN dinner is becoming a Washington tradition. In addition to 26 senators and representatives present, the following attended: George E. Sterling, member of Federal Communications Commission; Glen McDaniel, v.p., RCA; F. M. Russell, Washington veepee, NBC; William R. McAndrew, general manager, WRC Washington; Gene Juster, program director, WRC; J. J. Weed of Weed & Co., station reps. NERN station representatives on hand were: from WBZ, J. B. Conley, W. C. Swartley, Walter Evans, Walter Benoit, John W. Steen, Ralph N. Harmon, Gordon Swan, F. P. Nelson and C. M. Meehan; from WTIC, Paul W. Moreney, Walter Johnson, Leonard J. Patricelli and Bernard Mullins; from WJAR, J. C. Bullock: from WCIIS, William H. Rines; from WLBZ, Edward E. Guernsey; and from WRDO, Jack Atwood.

CIRCLING THE KILOCYCLES

Breckenridge, Texas—The FCC has authorized the assignment of the license of KSTB from Robert W. Chapman and Manning L. Trammell operating as the Stephens County Broadcast Co., to a new corporation operating with the same name.

In the new setup Trammell is prez with 40% stock and Chapman is secretary-treasurer with 40% in addition Augusta J. Trammell and M. Elizabeth Chapman are listed with 10% interest each.

and M. Elizabeth Chapman listed with 10% interest each.

Albany—Henry Matteo, formerly with the United Press in Albany and more recently a newsman with the American forces in Germany, has been appointed news editor of WXKW. He succeeds Mike Cleary, once of PM, who resigned.

Chicago—Wayne G. Williams was appointed radio and tele director of Goodkind, Joice & Morgan agency. He was formerly prexy of Universal Radio Productions.

Cortland, N. Y .- William J. Hall has been appointed station man-ager of WKRT here. Hall became affiliated with WKRT and WKRT-FM as program direct FM as program director four months before they went on the air in 1947. Elght months ago he was made assistant manager.

Omaha—Webber Motors has again purchased KOIL's sports package, which represents \$59,000 in talent and production cost. Included are Univ. of Nebraska football (at home and away); a weekly 15-minute "Fishing and Hunting" show; hockey (home games and playoffs both at home and away); boxing (local professional); baseball games; daily 15-minute sportscasts, and sport bulletins.

Boston — John Sullivan has joined the sales staff of WCOP. He came to WCOP from WESX, Salem, where he was also commercial manager

Worcester—WTAG has worked out a new Saturday morning kid package with Worcester's Capitol theatre. It's extended the quarter-hour "Fairy Tale Time" to a half-

hour, developing it into an audience participation kid quiz. The half-hour broadcast emanates from the stage of the Capitol as part of the theatre's new Saturday Jamboree for youngsters.

St. Louis—WIL, for many years quartered on the top floor of the Melbourne hotel in midtown has made arrangements to occupy the studios abandoned by KWK in Hotel Chase in the west end district, KWK is moving into the newly constructed KSGD, owned by the St. Louis Globe-Democrat Publishing Co., that abandoned the radio field several weeks ago and leased its new building in the downtown district several weeks ago to KWK.

Boston — John Sullivan, former commercial manager of WESX, Salem, and before that commercial manager of WLIP in Wisconsin, has joined the sales staff of WCOP,

St. Louis—The building committee of the St. Louis Board of Education has recommended acceptance of bids for equipment for its proposed new FM station KLSH, the construction of which has been approved by FCC. The low bid for the equipment was \$14.500 and this is in addition to \$36.874 for the erection of a 370-foot tower antenna. Building Commissioner V. Harry Rhodes said the tower was so designed so a television antenna would be added, if needed.

would be added, if needed.

Albany, N. Y.—Gene O'Haire,
Jr., son of longtime WGY miker,
is a new announcer at WOKO in
Albany. He appeared with his
father on a commercial program
via the Scheneetady station at the
age of eight. The senior O'Haire
is now engaged in business in
Albany and is president of the
local Kiwanis Club. Hank Matteo,
at one time connected with the
radio bureau of the United Press
in Albany and later a newsman in
Germany, is now news editor of
WXKW, Albany. He succeeds
Mike Cleary.

Louisville, Ky.—Jim Lounsbury, announcer of WHAS here and WLEX, Lexington, joins WIND air staff May 29.

We Close the Season With a Royal Flush!

1—"HOUSE PARTY" ... Leads ALL 14 of the half-hour daily andience participation shows

for the season-says Hooper.

2—"PEOPLE ARE FUNNY" . . . Leads ALL 16 night-time audience participation

shows-says latest Neilsen AND Hooper (Always in Hooper's "Top 15.")

3-ART LINKLETTER ... Most popular master of ceremonies-says Radio Mirror An-

4-"YOU BET YOUR LIFE" ... Best quiz show-say all U. S. radio editors in

Fame Annual Poll.

5-GROUCHO MARX ... Winner of Peabody Award for best entertainment in COMEDY of all programs on the air.

JOHN GUEDEL RADIO PRODUCTIONS

CRC Pub Coin Off 15% on 78s, 25% Up With LP; Decca Zooms, Cap Down-

(Week Ending May 7)

London, May 12.

12th Street Rag Chappell
Lavender Blue Sun
Faraway Places Leeds
Powder Face Chappell
Shady Nook Keith-Prowse
On the 5:45 Strauss-Miller
Put 'em In Box Connelly
Cuckoo Weltz Keith Prowse
It's Magie Connelly
Buy Killarney P. Maurice
Heart Loch Lomond Unit
Put Shoes On, Liney Gay

Second 12

Strawberry Moon Red Roses Slow Boat China You're in Love Cigareets 'Whusky Buttons and Bows Wedding Marlene For You Lillette Cool Water Crystal Gazer

KRASNOW HEADS CRC KIDDIE DISK DIVISION

Columbia Records' klddie-disk division has been taken out of the pop artists and repertoire depart-

ment and moved under the super-

Crystal Gazer My Mother's Day Yale Wright

Chappell Wood

Feldman

Wood
Chappell
Victoria
Box & Cox
Feldman
Yale

London, May 12.

Columbia Records royalty statements to music publishers for the first quarter of this year seem to bolster the company's claim that its Microgroove Long-Playing disks its Microgroove Long-Playing disks are finding ever-increasing sales figures. Statement, broken down between regular 78 rpm platters and the LP's, shows that during the three months ended March 31 the company's 78 sales dropped 45%. But, jumping those returns with the LP statement, the total royalties disbursed by CRC were 5.5% higher than the final quarter of '48. Columbia did not pay royalties on LP's during that period: 11 didn't begin cutting pubs in on such sales until Jan. 1 last.

such sales until Jan. I last.
Columbia asserts that, at the moment, its LP figures are greater than in January, the previous high mark. During April and May approximately 25 to 30% of all sales in the pop division were on LP. Between 80 and 85% of classical sales were Microgroove.

setween 80 and 85% of classical sales were Microgroove.

What such arithmetic Indicates in view of the obvious inroads being made on the recording business by the confusion in buyers' minds over the varying record-speeds, plus the quickening spread of television, is anybody's guess. There's no doubt in the minds of retail dealers that the confusion caused by Victor's 45 rpm entry has hurt sales. There's also no doubt in the minds of major music publishers that the disk confusion has hurt music sales. That television is cutting in is a foregone conclusion, particularly in the well-populated industrial area between New York and Chicago, now served by video's coaxial cable. This area New York and Chicago, now served by video's coaxial cable. This area is the best music and record mar-ket in the country.

ket in the country.

Capitol, Decca and M-G-M also turned in royalty statements to pubs last week. Of the three only Cap was down—approximately 24%. This is reflected from the company's first quarter financial statement (see separate story). Decca, which has been riding high with hits since the first of the year, turned up a 25% boost in royalty figures. M-G-M, however, put in the highest increase over the final quarter of '48. With one hot record (Blue Barron's "Cruising Down the River") leading the list, followed by Billy Eckstine and Art Mooney, the company's royalty returns Jumped 55%.

Cap's 1st Qtr. Net Skids to 40G

Capitol Records turned out a financial statement covering the first quarter of this year, which spotlights the small margins that indie disk companies are and will continue to work on if the record dusiness doesn't improve. Cap's net income after all charges amounted to \$40.400 as against the \$588,600 piled up during the corresponding first quarter of '48, when the company was hot with hit disks.

responding first quarter of 48, when the company was hot with hit disks.

All told, for the three months ended March 31, Cap's gross dropped approximately \$1,700,000. It was \$4,825,500 for the first three months of 48 and \$3,126,200 for the initial quarter of this year. Payoff on 476,230 shares of capital stock reached 4c each after provision for dividend payment on preferred stock. Last year, the earnings of 430,000 shares amounted to \$1,32 per.

In the statement, Cap president Glenn E. Wallichs planted the sharp recession in disk-buying squarely on the confusion created among record-buyers by the new vari-speed recordings. Cap itself has sided with Victor in distributing 45 rpm recordings, the introduction of which caused the confusion. Columbia's Microgroove Long-Playing disks have been in circulation since last July and it wasn't until Victor's development hit the market that confusion existed.

Seek 13G More for Dell
Philadelphia, May 17.
Robin Hood Dell Concerts, Inc.,
has asked City Council for an additional appropriation of \$13,000 to
get the summer concert stadium in
readiness for the al fresco season
opening here June 27.

Chi Symph Meets Half Of Expected 155G Deficit

Chicago, May 17. Halfway mark has been met in money-raising campaign to meet deficit of Chi symphony orch, ac-cording to prexy Edward L. Ryer-

Anticipated deficit is \$155,000 for the 1948-49 season. Best British Sheet Sellers

Files Gripe vs. MCA, Lombardo for Dropping Birmingham Booking

Birmingham Booking

Birmingham, May 17.

Paul Locascio, local dance impresario, says he is filing sult against Music Corp. of America and Guy Lombardo on an alleged contract breach. It's a \$50,000 damage action filed in New York via N. Y. attorneys for failure of Lombardo's band to play a one-nighter last night (Tuesday). Locascio was to have played Lombardo at the City Aud.; the spot remained dark, though the promoter paid the rent.

Loscascio says that he executed a verbal deal with MCA's N.Y. office to play Lombardo on a deal calling for a \$2,000 guarantee against 60% of the gross. He dispatched a \$1,000 cashier's check as a deposit, which MCA cashed. But, says the promoter. MCA never sent him a contract and on April 7 the agency notified him that Lombardo moudin't play the date. He was advised that he could have the band on Monday, May 16, at a flat \$3,000 instead of the percentage arrangement, but he wasn't interested. It is Locascio's understanding that Lombardo pulled out because he didn't want to make a 270-mile jump to Birmingham from a prior booking.

At any rate. Locascio claims that

Herman Krasnow, specialist In children's recordings, was hired by Columbia recently and put in charge of the field. He'll report to Goddard Leiberson, Masterworks head.

CRC's kiddie disks had been in charge of Ben Selvin, now head of Columbia's Hollywood office, when Selvin went west last December, replacing Joe Higgins, who moved back east, he took the kiddie department with him. It couldn't be done from the Coast, however.

ARIETY 10 Best Sellers on Coin-Machines Week of May 14

Jocks, Jukes and Disks

By BERNIE WOODS

Margaret Whiting "It Happens lot into the old tune, doing it as a very Spring". Every Time I Meet ballad and in rhythm. It clicks Backing is a rhythm bit that's old very well have another hit tile timely "Spring." From the tile timely "Spring." From the scroping Stafford "M—II. B. 2.2. Margaret whiting "It Happens Every Spring"-"Every Time I Meet You" (Capitol). Margaret Whiting could very well have another hit in the timely "Spring." From the film of the same title, the ballad melody is strong and ably cut by the singer, who came to altention via a similar type tune. Backing makes a good impression, too. Frank DeVol orchestra lushly accompanies.

companies.

Stan Jones "Riders in the Sky""I Wish I Could Call You My
Sweetheart" (Mercury). Stan Jones
is writer of "Riders." His disking
is good, though It doesn't contain
same appeal of the Vaughn Monroe and Burl Ives versions. Jones
and add hootbeat sound effects and
a solidly moving background, presumably by expanding Jones'
Death Valley Rangers. It's a
worthwhile cut and since it's
Jones' own tune there's conversation available for Jocks. "Sweetheart" is average wax.
Nellie Lutcher "Kiss Me Sweet".

heart" is average wax.

Nellie Lutcher "Kiss Me Sweet""Baby, Please Stop and Think
About Me" (Capitol). Miss Lutcher's "Kiss Me" figures to draw
frequent juke and jock spins. It's
packed full of rhythm and though
her style somewhat smothers the
melodic appeal of the melody.
there's still enough left to sell.
Flipover is one of her good beat
things.

there's still enough left to sell. Flipover Is one of her good beat things.

Al Grant "Cabaret"." I Do. I Do. I Do. I Do. I Co. I Do. I King.). One of King's initial new pop division releases, with Al Grant a newcomer. His version of "Cabaret," a good new melody, is okay, but not outstanding. He needs seasoning. Nevertheless, the wax is worthwhile. There's excellent musical support by Dewey Bergman. "I Do," cute new tune, has possibilities. Grant and Luise Carlyle, another King pop entrant, do it well.

Frankle Laine "Georgia On My Mind"-"You're Just the Kind" (Mercury). Laine hasn't been too hot lately, but in "Georgia" he's got a side that, if it isn't a big hit. Still figures to get many a jock spin. Solidly backed by a band under Carl Fisher, Laine pours a

okay, but not exceptional. It's solidly bounced by the accompaniment.

Joe Stafford "M—H—R x 3ee—oo—32=Bop" - "Smiles" (Capitol), Miss Stafford's initial bop disk, with Dave Lambert, who has been teaching her the style. Whoever worked out the title added up his symbols and got bop. Cap will add 'em up after a few months and get 'm—H—R x 3ee—oo" and find it equals nothing in sales. "Smiles" is good, while Miss Stafford carries the melody straight and the bop kids do an obbligato. Thereafter it falls apart. Paul Weston solidly understudies.

Patti Page "Cabaret" "Whispering" (Mercury). Miss Page could have a followup to her So In Love" success with "Cabarel." She handles the new ballad melody with improved vocal poise and feeling for a lyric. Fine side. Reverse is a rhythmic, bop-flavored vorsion of the standard. It's okay, Mitch Miller brightly backs both. Gordon MacRae "Lover's Gold". "Ting-a-Line" (Capitol). Much is expected of the "Gold" side. Tune sounds good and seems to have possibilities. But MacRae's recording is rather duil and won't do much for it. "Ting-a-Line" to have possibilities. But MacRae's recording is rather duil and won't do much for it. "Ting-a-Line" to have possibilities. But MacRae's recording is rather duil and won't do much for it. "Ting-a-Line" her worked by an old recording of it gets much better treatment. It's a nice job on the piece, which MacRae does as a ballad. The linevitable Paul Weston pushes him along.

Platter Pointers

Platter Pointers

Columbia reissued two of Claude Thornhill's finest prewar arrangements in "Look for the Silver Lining," with a Fran Warren vocal thoth now with Victor) and "Francuita Serenade". Pair of good bon sides are Charlie Ventura's "Deed I Do" and "Pennles From Heaven" both National. Ditto Charlie Barnet's "O'Henry" (Capitol). One of the best recordings of "Put Your Shoes On. Lucy" is but Beatrice Kay (Columbia), but it's too late. Jazz books ought to get kleks from "Fiving Home" "Carvan" by File Phillips with Wachito's Orchestra (Mercury)... "Don't Wanna Let You Go" seems a likely looking new tune. cut by Joe Costa (Bullet). Another cute novelty is Johnny Mercer's "Island Queen". Back in the lazz groove there's an excellent side by Alhert Ammons in "Roses of Picardy" (Mercury). Compercial plano is well represented by Jan August with "Nota" and "Cumbanchero" (Mercury).

"Don't Call Me Sweetheart Anymore" by Nick Lucas (Capitol), is good.

good.
Standout western race, oolka, hilbilly blues; "Country Boy." Little Jimmy Dickens (Columbia). "Trombone Blues." Now You're Down In the Alley." Blues." Blues." Willie Bryant (Apollo); "Re Bop De Boom Rip Bam," Four Blues (Apollo).

Band Review

MICHAEL VENTRE ORCH (6) Empire Room, Hotel Kenmore Boston

MICHAEL VENTRE ORCH (s)
Empire Room, Hotel Kenmore
Boston

Newly organized combo is doing
nuch to popularize the rhumba
craze, which is beginning to make
substantial gains locally. Hub, always behind other metropolitan
centers, is just now beginning to
go rhumba daffy, resulting in Hotel
Kenmore venture clicking nicely.
Ventre, a local product, lias organized a neat six-man unit that
gives out a satisfactory brand of
authentic Latin-American music.
Leading from the piano, he uses
sax, Irumpet, bass and druns, with
Johnny Gonsalvez handling the vocals and bongos. Concentrating
on rhumbas, sambas, mambos and
a little Afro-bop, response has been
so satisfactory that what was originally a weekend experiment by
the hotel has developed into four
nights weekly, with additional
nights a possibility when tall season starts.

Featured along with Ventre are
the Conrads, danceteam that demonstrates authentic rhumba steps
with guest participation, which
makes for an informal air in the
rather formal Empire Room.

Eliz.

Leeds Music planning big promotional campaign for "The Hot Canary" starting June 8 Drive will revolve around the organization's tie-in with Sapphire Hosiery, creators of a new fashion color tagged hot canary.

1.	RIDERS IN THE SKY (4) (Morris)	Vaughn Monroe Victor
	"A" YOU'RE ADORABLE (4) (Laurel)	
3.	BABY IT'S COLD OUTSIDE (2) (Melrose)	Whiting Mercer Capitol Shore Clark Columbia
4.	AGAIN (9) (Robbins)	Vera Lynn London Vic Damone Mercury
5.	FOREVER AND EVER (4) (Robbins)	Gracie Fields London Perry Como Victor
6.	CRUISING DOWN THE RIVER (14) (Spitzer)	Rnss Morgan Decca Blue Barron
7.	RED ROSES FOR BLUE LADY (13) (Mills)	Vaughn Monroe Victor Gny Lombarde Decca
8.	SO IN LOVE (4) (T. B. Harms)	Bing Crosby Decca Dinah Shore Columbia
9.	FAR AWAY PLACES (16) (Laurel)	Bing Crosby Decca Perry Como Victor
10.	CAR' ÆSS HANDS (2) (Melrose)	Sammy Kaye Victor Mcl Torme Capitol
	Second Group	

second Gro	up
1 DON'T SEE ME (Laurel)	Gordon Jenkins Decce
LOVE ME, LOVE ME, LOVE MF (Miller)	\ Eddy Howard Mercury Sample Kare
SO TIRED (Glenmore)	Russ Mergan Decce
SOME ENCHANTED EVENING (Chappell)	(Perry Como Victor
FORTRAIL OF JENNIE (Chappell)	King Cole Canita
COMME CI COMME CA (Leeds)	Tony Martin Victor
WONDERFUL GUT ((nappell)	Margaret Whiting Court
SOMEONE LIKE YOU (Harms)	Peggy Lee Capitol
THE TO THE IN MIT PASHION (I. B. Harms)	Dingh Chong C-1 12
HOW IT LIES (Morris)	Bing Crosby Deced
YOU BROKE YOUR PROMISE (Pic)) Panla Watson Supreme
DIDAT KNOW GOA LOADED (Lewis)	Canita
(Anti-vital tam, Academy)	Billy Polystine
DON'T LIE TO ME (Leeds)	Ames Bros Cora
MERRY GO ROUND WALTZ (Shapiro-B)	Gny Lombardo Deced
NEED VOIL 400 1	y

NEED YOU (Choice) Stafford-MacRae Capitol

lFigures in parentheses indicate number of weeks song has been in the Top 10.1

\ Eddy Howard Mercury
| Johnny Mercer Capitol

DISK JOCKS' TELEVISION STEW

AFM Probes Promoters in Effort To Root Out Agcy. Booking Evils

cians is following up its determination to investigate band-booking practices which caused it several aks back to threaten Music Corp. weeks back to threaten Music Corp.
of America with revocation of its
license. AFM officials have been
busy querying various well-known
band promoters and through travelling union delegates, gathering in-formation on "illegal" methods of

formation on integral actions of operation.

AFM is most interested in the "pencilling in" evil, which originally caused the AFM's executives to boil against MCA.

The idea of "pencilling in" is simple. It involves promising top name bands to various promoters. These promoters may even turn in a deposit. But they do not immediately get a signed contract in return. Meanwhile, a rival booking office is blocked out of the "filled" date. All the time, the agent who sold the band may have ing office is blocked out of the "filled" date. All the time, the agent who sold the band may have no intention of delivering the outset. He may be using the name of the big band to force a sale on a secondary bo. band, by waiting until the last minute to cancel the original contract. By that time the promoter usually is unable to buy anything elsewhere and must take what he can get. hat he can get.

Another angle of "pencilling in"

Another angle of "pencilling in" is to promise a top band at a certain figure, then, secure in the knowledge that so much coin is possible on that date, try to get more from another promoter offers more the first date is cancelled, often after promotions expenses are incurred.

Laurel, Morris Lead Pub Parade

Most of the pop music business at the moment is being done by three firms. Between them they control nine of the 15 top tunes on best-seller lists, and as far as they are concerned business is great. With every other firm, with the exception of one or two that have new tunes starting up the ladder, business is n.s.g.

Of the three companies that control the top tunes, Tommy Valando's Laurel Music is outstanding in that it has three songs among the first 11. This firm, only about a year and a half old, is not nearly as big, for example, as the

about a year and a half old, is not nearly as big, for example, as the Edwin H. Morris combine. Yet Valando has "A — You're Adorable," Far Away Places" and "I Don't See Me In Your Eyes Anymore" riding the best sellers. "Far Away" was No. 1 for a period. Morris also has three going strong—"Riders In the Sky," the hottest seller at the moment; "Careless Hands" and the new "Baby. It's Cold Outside," plus "How It Lies" coming up. Robbins Music has two. "Again" and "Forever and Ever," both well up on the lists.

ever and Ever," both well up on the lists.

Following closely behind is the Chappell firm, with two tunes from the hit musical "South Pacific," "Some Enchanted Evening" and "Ball Ha'i."

Major Pubs OK 1³₄c For RCA's 65c 45s

Major music publishers are okaying RCA-Victor's request for a 134c per side royalty rate for its 65c 45 rpm recordings. Having secured a majority of agreeable answers from publishers who deal through Harry Fox, general manager of the Music Publishers Protective Assn., Victor late last week circularized other pubs and drew the same reaction.

So far, only the Edwin H. Morris, Vogel and Sam Fox firms have rejected the bid for the lower royalty Instead of the standard 2c. Morrls, however, is not expected to maintain that stance.

Willemetz Reelected

Paris, May 17.

Albert Willemetz has been reelected prez of the Societe des
Auteurs, Compositeurs et Editeurs
de Musique (SACEM), equivalent
to ASCAP. Georges Auric and
Marcel Labbe are honorary
veepees; M. Julsam, veepee and
treasurer; Andre Joibert and
Henri Verdun. executive seere-Verdun, executive secre-

Pierre Dupont, Paul Ganne, Jacques Larue, Henry Lemoine, Jean Rodor and Rene Sylviano are on the board of directors.

Decca Enters Low-Price Field With 49c Disk

Decca Records again goes into the low-priced field. on June 6, when it begins marketing a 49c platter (plus tax) under the when it begins marketing a ware platter (plus tax) under the Vocalion label, originally a sub-label of the Brunswick company, which Decca purchased. The move to the low-priced field is a startling one to rival major companies and

one to rival major companies and to the several Independents which recently have been marketing platters at 35c and up.

Decca's second subsidiary label (with Coral) will carry entirely new artists and melodies. No reissues of catalog material will be involved. As a matter of fact. Bill Harrington, who replaces Frank Sinatra on the Lucky Strike "Hit Parade," has be en signed for Vocalion sides and has already recorded his first tunes. They'll be among the 12 initial Vocalion disks to hit the market.

In addition to popular material.

to hit the market.

In addition to popular material,
Vocalion will carry country and
sepia lines, and albums. A. J.
Kendrick heads the new organization, which will be operated separately and apart from the Decca
and Coral labels.

Decca will separate list Richmond.

and Coral labels.

Decea will reopen its Richmond,
Ind., pressing plant to handle the
new disks. This factory was shut
down by Decea last year, at the
same time it folded one of two
plants in N. Y. A contract has
been worked out with CIO union

been worked out with CIO union factory workers, and they are now putting the plant into shape.

Launching of the new label at 49c has been planned for some time. It was initiated by Jack Kapp, Decca prez, before his death in March, and the plans were carried through by Decca officials.

ASTOR ROOF, N.Y. SIGNS LAWRENCE, BARRON

Astor Roof, New York, will supplement its seasonal name band policy following the run of Carmen Cavallaro, who opened Monday (16) for six weeks. Blue Barron's orchestra plus Bill Lawrence, young singer who replaces Perry Como the Chesterfield programs for the summer, will be coupled. They'll open June 27 for four weeks. Lawrence doing two shows nightly, while Barron supplies dance music throughout.

It's the same sort of policy that has been in effect at the Cocoanut Grove. Ambassador hotel. Los Angeles, and which has been tried by several top N. Y. hotels in the past couple years.

Schweiger's New Pact

Kansas City, May 17.

Hans Schweiger, who recently completed his first year conducting the Kansas City Philharmonic, signed a new three-year pact.

The association finished the year with a balance of \$106\$, following campaign to raise \$35,000. Operating costs for the year were \$205,000.

SEE TV PULLING

Disk jockeys in metropolitan areas, particularly New York, where its inroads would be felt earlier, are beginning to fret about the effect television will have on them. At the moment, wherever one or more jockeys are together, the threat of television is an everpresent subject of discussion,

Jocks are not shaken by the possibility that audiences will immediately be lowered in favor of everrising television-installation figures. But they are developing insecure attitude about holding sponsors. Many expect that as more and more national, and even local, advertisers turn toward television, that the cost of video programs will force backers to forego spreading budgets in various directions to concentrate the coin on television. Jocks are not shaken by the pos-

ing budgets in various directions to concentrate the coin on television.

As it stands now, there are hundreds of disk jockeys in major cities who subsist on the purchase of quarter and half-hour segments of recorded music shows by nationally known products, because the time is comparatively cheap and they deliver audiences. Television figures to concentrate budgets in many cases.

Reaction to television inroads by jocks is "without foundation." it was indicated at the recent National Assn. of Broadcasters convention in Chicago. It's felt by the NAB's experienced hands that Indie stations in metropolitan centers—those that now have a repfor disk shows and personality-spinners who lure listeners—will be the last to suffer. They deliver audience ratings so large in proportion to costs that they'll be worthwhile buys for some time to come. The jocks digest that, however, with crossed fingers.

Their hold on billings is based on audiences. And to retain the latter it's feit there will soon be a swifig to morning and afternoon shows. Tele is negligible at the moment at those hours, but even in the early evening It's already a powerful opponent. Some top N. Y. joeks have both morning and evening shows, and they're in good shape.

shape.

So far, no satisfactory tele-counterpart of the radio disk jockey show has been developed. Paul Brenner, WAAT. Newark, N. J., jock, has whipped up an Idea that seems to stand up, but it, too, is subject to restrictions. Brenner uses film shorts made by recording names, an obvious idea, but not the way he employs it. He starts each short by placing a recording upon a turntable and placing the pickup arm. Then a tele camera ranges in close to photograph the spinning disk. That shot dissolves into the film, and when the film is over that dissolves in turn back to the spinning disk. So realistic is the idea that Brenner has had many letters from viewers who want to know how he gets pictures out of a spinning recording.

The restrictions on that idea of course, are in the limited number of shorts available. And none is being made due to the American Federation of Musicians' inability or refusal so far to set up a scale of pay for musicians to make film for tele use exclusively. shape.
So far, no satisfactory tele-coun-

MacGregor's Pop Disks

Hollywood, May 17.

C. P MacGregor, who supplies library music service to radio stations, is entering the pop field of recordings. To what extent the outfit intends going into that type of recording in view of current conditions isn't revealed. But the company has cut two sides with Henc Woods, radio singer; two with Lynn Cole, and others with Matt Dennis.

Lynn Cole, and others with Matt Dennis.

MacGregor has made commercial recordings before in a limited way. They were square dance albums, plus a folksong album by film actor Preston Foster. Two-disks above are its first pop venture, however.

ASCAP Into 2d Network Tele Meeting AWAY SPONSORS Today (Wed.); Lunches Ad Agencies

Starr to Europe

Herman Starr, general manager of the Warner Bros. music publishing companies, left New York last Thursday (12) on the Queen Elizabeth for a 10-weck trip through England and the Continent.

Starr left N. Y. In the middle of the battle between television people and the American Society of Composers, Authors and Publishers over a contract for the use of the society's catalog on video. He was on the negotiating committee representing the society. His place has been assumed by Louis (Shapiro-) Bernstein.

Offish Income To Pubs Slaps **MPPA** Revenue

Assn. must find ways of boosting its income in order to underwrite the cost of the numerous functions lt performs for the music industry. Apparently, the MPPA's balance has fallen so short during recent months that at the organization's monthly board meeting Monday (16) the Issue was given considerable time for discussion. A finance committee was appointed from among the directors to study the

among the directors to study the situation.

MPPA handles such chores as clearing synchronization rights for Hollywood film makers, checks and collects royalties due publishers from all recording companies, issues transcription licenses and in sundry ways acts as a clearing house, registers song titles, etc. It deals with the Government when legislation possibly harmful to the music industry comes up, such as the wartime paper regulations which might have crippled the music industry but didn't because of the action of the MPPA's board chairman, Walter Douglas, and general manager Harry Fox.

MPPA is supported by percentage deductions from all collections it makes for publishers. Lately, however, disk provides a contraction of the publishers.

age deductions from all collections it makes for publishers. Lately, however, disk royalty statements are far off what they were, synchronization uses have been slowed considerably by Judge Vincent L. Leibell's recent decision against the collection of exhibition fees for songs in pictures, transcription income is down, due somewhat to television's inroads, etc.

Against lowered income, the MPPA's costs rose during the war. It isn't in dire straits, but there's no immediate likelihood of increased revenues from the abovecited sources.

SHAW JOINS GOODMAN AS JOE GLASER CLIENT

Artie Shaw and Benny Goodman. once the hottest rivals for the top slot in the name band race, are now under one roof—Joe Glaser's Associated Booking Corp... ABC, which has been booking Goodman for several months, signed a deal with Shaw last week via which it will book him and a band of 40 men on concert dates, next fall and winter. Shaw will play eight weeks between Sept. 19 and Xmas and another eight from February to May. In between, he'll fill guest shots with ysmphony orchestras. Concerts Shaw expects to do with his big band, similar to the one he led for a week at Bop City. New York, will consist of light classics and standard tunes. It will work under the title "American Symphony," and his Gramercy Five, jazz group, will be a part of the show, due to open in Nate in October.

two separate meetings the American Society of Composers, Authors and Publishers conducted Monday evening (16) and vesterday (Tuesday), with two separate factions involved directly in the impasse between the Society and video over copyrighted music and payment for ASCAP met with representatives of five networks Monday until 10 p.m. and the two groups will go back into a huddle this (Wednesday) morning in an attempt to

work something out.
Yesterday afternoon (Tuesday)
ASCAP men met with representatives of between 15 and 20 advertising agencies at a luncheon in
N.Y. (ASCAP picking up the tab).
It's flatly denied that this meet was It's flatly denied that this meet was for the purpose of arranging separate deals under which ad agencies would be able to buy rights to ASCAP music for tele directly from the Society. It's explained that the confab was arranged solely to give ASCAP an opportunity op present its side and the problems involved to the users.

Both meetings, incidentally, were conducted by ASCAP executives, plus President Fred Ahlert. Neither were attended by the Society's tele negotiating committee. It's indicated that from here in all condicated that from here in all condi

dicated that from here in all consucased that from here in all con-versations with tele people, prob-ably with the exception of the final sum up of an eventual deal, will be handled by the executive group, leaded by Ahlert.

BMI's Own Tele **Use Problems**

Broadcast Music, Inc., attorney have been busy the past week, since the breakoff of relations between television and the American Society of Composers, Authors and Publishers. Radlo-owned performance outfit must place restrictions on certain works, too, mostly in the operatic category, and the legal eagles have been laying out these

rules.

BMI has over 100 operas in its U. S. repertoire from G. Ricordi, Milan, and Sonzogno, another Italian publisher, and while BMI music is free to television it's not expected that subscribers can produce entire operas without extra payments to authors and publishers. They can be done up to 30 minutes with full production trappings without extra payment, but no longer. no longer.

no longer.

This is one of the facets BMI has been tackling in an endeavor to advise tele-users of what is in the BMI repertoire. All told, the outfit has compiled a list of over 18.000 BMI-controlled titles that have been recorded, with disk numbers, te make tele's path smoother. There are 74 symphonics, concerts and ballets available.

BMI is maintaining a skeleton.

BMI is maintaining a skeleton staff at its N. Y. headquarters until staff at its N. Y. headquarters until 11 o'clock nightly for the purpose of taking local and long-distance calls from tele producers and set-tle immediately any questions as to BMI rights in any material a subscriber might want to use. BMI is also shipping music frantically. For example, one ship-ment last week ran to 730 items, distributed to various stations all over the country.

'Little Foxes' Score

Chappell Music will handle the score of Marc Blitzstein's musical version of Lillian Hellman's "Lit-

Cheryl Crawford is producing the show, due to open in New York late in October.

Fop Record Talent and Tunes

AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS

WFFR

	MR	PEETY		3	EEK							l .		-	<u> </u>		SA	-	1		z
Wee listeners across th well as mention, week to	kly chart of the records on dis This compilation is based in ration and is designed to those on top. Ratings are correctly for a No. 2, and so on down usek to present a comprehe	the fockeys' proposition into reaction into reaction in puted on the 1 to one point.	Weekly chart of the records on disk fockeys programs, as "most requested" by distenses. This compidation is based on unformation gathered from disk-spinners across the nation and is designed to indicate those records rating in popularity as well as those on top. Ratings on ecomputed on the basis of 10 points for a No. I meet not 10 for a No. 2 and so on down to one point. Cities and obeens will sary week to week to present a comprehensive picture of all sectors of the country.	EN	DING IY 14	cunct—WAAT	race-made	erner-KCBS	King—WCKY	rome—KZOr	WAW—WRIN	sqley—KXLW	Cauley-WiP	oberts—WHHM	y Murray—WM	ennedy—WHB	MSW-sil	Squires—WA	A Hudson-WL	lison—KMAC	screon—WWE
Pos. Pos. No. this last weeks wk. wk. in log	No	Lahel		Pub		Jerry S.	Bob Cla	Bob Go		(mm)f						Bob K			Harve	IN set	
61	1 1	Victor	Riders in the Sky	Mayfair	ASCAP	3 8	1		1 1	60 4		7	-	101	E 4	: 2	20	- 2	27 62	+	10
		Victor	"A"-You're Adorable	Laurel	ASCAP		2 2	6		9	4	2	:	.	4	:	-	:	1.	-	
+ =	9 Vic Damone	Mercury	Again	Robbins	ASCAP	+			2			2		8		:	3	:	-	1	6
	A Cordon Jenkins	Decra	Again	Robbins	ASCAP		* 6			:		8 6		2	2 3	:	:	:	7	:	
. S		M-C-M	Cruising Down the River	Spitzer	ASCAP			-	:	:			10			4			80	;	2
1-		Capitol	Careless Hands	Melrose	ASCAP			3		:		9	:	9	2	6	:		:	2	3
		Decra	I Don't See Me in Your Eyes	Laurel	ASCAP		. 2		4	: 0	7	9				: 6	.7	:	:	: 00	
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7. 00	2 Russ Morgan	Dage	Cruicing Down the River	Robbins	ASCAP			:		:	:		:	5						2	
		Decca	Once in Love With Amy	Morris	ASCAP	3				10	Ĩ:	4			10			6			
19	2 Frank Sinatra	Columbia	Bali Ha'i	Chappell	ASCAP	1			. 5				:		7					:	
37	Perry	Victor	Some Enchanted Evening	Chappell	ASCAP	2		:	:	2						:			1	:	6
17	6 King Cole	Capitol	Portrait of Jennie	Chappell	ASCAP	u		:			6		:	7		:				6	10
28	4 Anne Shelton	London	Kise Me Goodnight	Manrice	ASCAP			:	7	:		7	:	:	:	:	:	5	:	:	
. F.81	7 Blue Barron	M-G-M	You're So Understanding	Barron	BMI			:	5	:			:			:			4		
18B 28	3 V. Lynn-S. Brown	London	I Don't See Me in Your Eyes	Laurel				:		:			:		:	:			:	:	
1 66	16 Sammy Kave	Decea	I Love You So Much It Hurts	Melody Lane	ne BMI		01					6			: 6	-	4		: :	: :	
		Universal	Need Lovin'	Romick	ASCAP					-		:	:		:	:			10	:	
6 Bc6	6 Jo Stafford-G. Mackae	Capitol	Need You	Choice	ASCAP				:	:	2		:		:	:	-	10		:	
51		Victor	Bali Ha'i	Chappell	ASCAP				:	:	5		:								7
22D	2 Ames Bros	Coral	Cruising Down the River	Spitzer	ASCAP				:	:			:		:	:				:	
	Buse Morean	Deecea	Comme Ci. Comme Ca	Leeds	ASCAP							:	:								-
27B 36	2 M. Whiting-J. Mercer	Capitol	Baby, It's Cold Outside	Morris	ASCAP							10	65			: :			: :	:	
27C	1 Charioteers	Columbia	A Kiss and a Rose	Unit	ASCAP			:	:	:			2			:			:		
27D	3 Tony Pastor	Columbia	"A"-You're Adorable	Laurel	ASCAP										2				:	:	
10	Fran Warren	Victor		Chappell	ASCAP			:		:	:		:	:				7	:	:	
9	Vaughn Monroe	Victor	Red Roses for a Rine Lady	Wills	ASCAP	7					1		:			. 00			:	:	
17	Jo Stafford-G. MacRae	Capitol	"A"-You're Adorable	Laurel	ASCAP					:		8	:		:	:	:		:		
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38A 26	Whiting	Capitol	A Wonderful Circl of Mine	Supreme	ASCAP	01		-	: 0	:			:		. 0			2		:	
28		M-G-M	Somehow	Algonomin	RMI	1				:						:			: 1		
10A 3	3 Tony Martin	Victor	Ci, Comme Ca	Leeds	ASCAP	9	9	:	:	:		:	:		:	:			8	: :	
40B		King		Duchess	ASCAP			:		:		:	:	:	:	:	. 9		:	:	
200	Ink Spots	Decca		Leeds	ASCAP				:	:	:		:					9	:	:	
	Frank Sinatra	Columbia	The Weeklebeck	Mayfair	ASCAP					:			:		:				:		9
44B	Vaughn Monroe	Victor	Dreamy New England Moon	Lande	ASCAP						:		:			:	1		:	:	
	Art Mooney	M-G-M	Merry-Go-Round Waltz	Shapiro-B	ASCAP					:		:	: :			: :	10		:	:	
17A 51 4		Victor	in Your Eyes	Laurel	ASCAP		80		:	:									:	:	
47C 22 10	Guy Lombardo	Decea	Fiverywhere You Co	Advanced	ASCAP		:			:		:	:			:		:			
50A			hland Fling	H. Warren	ASCAP		6	: :		: :		: :	:			: :			:	:	
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200		The state of the s		Italy batt	ASCAL								:			:					

Pluggers Meet To OK MPCE Pact

Music Publishers Contact Employees union will hold a general meeting tomorrow night (Thurs.) in New York to place final ratification upon the new contract recently completed with the music publishers, via the Music Publishers Protective Assn. Pact actually was completed a month or so ago, but has not been okayed by the MPCE's general membership.

A meeting was held over two weeks ago in N. Y. for that purpose, but an objection to one angle, or the lack of an improvement in one part of the contract, started such an argument that the pact fell through. One of the MPCE's older members by raising minimum salaries from \$35 to \$75, etc., but he laimed that no stronger provisions were made for older members of publishers employed for years. He asserted that severance pay provisions should be increased. A dispute resulted.

Fordham Swings Bonus For Band If It Bops Bop

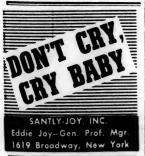
For Band It It Bops Bop
One of the most unusual restrictions in a contract for the services
of a name band is included in the
terms under which Hal McIntyre's
band is to play for a Fordham U.
affair June 10 at the Roosevelt hotel, N. Y. And it may be indicative of the way bop music is being
received in colleges, a major part
of any band's one-night work.

McIntyre is to draw a bonus of
\$100 if during the course of the
Fordham hop his band refrains
from playing bop. The bonus isn't
payable until the dance is over and
he proves himself adept at avoiding flatted-fifths. The contract
doesn't state who is going to be
the judge of whether one of his
musicians accidently slips in a bop
phrase. But that's the way his pact
reads.

McIntyre like many name bands

McIntyre, like many name bands, began playing bop arrangements on road dates a while back. But he dropped the style.

Pickwick Music Corp. chartered to conduct a general music publish-ing business, with offices in New York, changed its name the same day to George Music Corp. Direc-tors are George G. Levy and Lou Levy.







RETAIL DISK BEST SELLERS

(-(Davega Stores)

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 11 cities and showing com-parative sales rating for this and last week.

National

Week Ending

Rati	Last		New York	hicago	Los Angel	Boston-	St. Louis	ndianapo	San Franc	Kansas Cit	San Anton	Minneapol	Seattle-	N
WE.	WK.	Artist, Label, Title VAUGHN MONROE (Victor)	Z	0	17	2	l ún	E	l oo	1 12	S)	Σ.	Ś	1 5
1	1	"Riders in the Sky"	1	1	1	1	1	1	2	3	3	1	1	10
2A	5	"Again"	3	2	2		2	3			1			5
2B	4	RUSS MORGAN (Decca) "Cruising Down River"	9			3	6	2	3	2			4	5
		RUSS MORGAN (Decora)												
3	2	"Forever and Ever"	7	• •	6	• •	4	* *	5	1	2	3		4
4	3	"Some Enchanted Evening"	2	7	3	2		5		9				3
5	6	PERRY COMO (Victor) "'A'—You're Adorable"	4	4							4	7		2
6	7	G. JENKINS-STARDUSTERS (Decca)					-							- 2
		"I Don't See Me" PERRY COMO (Victor)								• • •	• •	•••	• •	
7	14	"Bali Ha'i" JO STAFFORD-G. MacRAE (Capitol)	6	• •			• •	6	6		• •	• •	6	- 2
8	12	"'A'-You're Adorable"				5	5	4			٠.			1
9	9	BING CROSBY (Decca) "Some Enchanted Evening"							4		6	5		1
	••	VIC DAMONE (Moreum)									-			_
0	10	"Again"		• •	• •	4		• •	1	• •			• •	
1	8	"Forever and Ever"		5		7			٠.				5	
2	7	MEL TORME (Capitoi) "Again"										6	2	
3.4		GORDON MacRAE (Capitol) "So in Love"												
		VAUGHN MONROE (Victor)								-				_
3B	12	"Red Roses for a Blue Lady" RAY BOLGER (Decca)	• •		7	10			9	5		• •		
4	15	"Once in Love With Amy"		3			7	٠.			٠.		٠.	
5A	11	GUY LOMBARDO (Decca) "Red Roses for a Blue Lady"	8										3	
15B	13	MEL TORME (Capitol) "Careless Hands"												
		FRANKIE YANKOVIC (Columbia)												
16	16	"Blue Skirt Waltz" BING CROSBY (Decca)	• •	• •	• •	••	• •	• •		* •	• •	2	• •	
17	15	"Careless Hands"					8			6		٠.		
18A		PEGGY LEE (Capitol) "Bali Ha'i"			4					. :1		٠.		
18B		BLUE BARRON (McG-M) "Who's Girl Are You?"												
	-	KITTY KALLEN (Mercury)												
19		"Kiss Me Sweet"												-
20 A	16	"Cruising Down River"		6										_
20B		PERRY COMO (Victor) "Blue Room"								8			9	
-		1 - 2		1		2	T		4				5	-

FIVE TOP ALBUMS

SOUTH PACIFIC Columbia

KISS ME, KATE Columbia

MANHATTAN TOWERS Gordon Jenkins Decca

TO MOTHER Eddy Arnold Victor

(Jenkins Music

lis-(Pearson)

Boston Music

CONNECTICUT Bing Crosby Decca

Disk Best Sellers by Companies

	No. of Records	Points	Label	No. of Records	Points
Label Decca		227	Mercury		23
Victor			M-G-M		12
Capitol		64	Columbia		9

Upbeat New York

Mike Reilly orchestra into Village Barn. N. V., May 26, for four weeks replacing Red Ingle... Bobby Byrne orchestra plays Strand theatre, for two weeks, opening May 27. Margaret Whiting shoves off from Hollywood soon for long trek visiting disk jocks and dealers all over the country. Dizzy Gillespie band into Bop City July 8.

weeks replacing Red Ingle ...
Bobby Byrne orchestra plays
Strand theatre, for two weeks,
opening May 27 Markaret
Whiting shoves off from Hollywood soon for long trek visiting
disk jocks and dealers all over the
country ... Dizzy Gillespie band
into Bop City July 8.

Hollywood

August V. Tozzi, of the Ambassador hotel's Cocoanut Grove,
headed for Chicago and New York
to scout possible attractions for
the room ... Max Lutz in Chicago
on a tune-touting trek ... Rozelle
Gale opened at the Cove. Hermosa,
at a flat \$300 weekly ... Wesson
Bros. playing a one-weeker
at Ciro's .. Liberace returned to
Mocambo last night 177, with Regina, as spot marks its ninth anni
... Publishers Hill & Range
bought "Hoofbeats in the Night"
from Dwight Butcher and Zeke
Canova ... "Them Dudes Stoie
Our Dance." second song-anddance number Betty Hutton and

Fred Astaire will do in Paramount's "Let's Dance," completed by Frank Loesser. First will be "Can't Stop Talking About That Man"

Chicago

gress hotel, getting NBC airtime three times weekly. Teddy Phillips cutting sides with Tower Records before going into Karzas balirooms June 14. Buddy Moreno set for Peabody hotel, Memphis, June 13. Del Couriney goes into Forest Park Highlands for one-weeker June 26. Kiki Garcia replaces Monchito, originally skedder for summer season at Breezy Point Lodge, Brainerd, Minn Griff Williams pacted deal with Tower Records and cut four sides here last week

Pittsburgh

Gene Williams' band opens twoweek engagement at Biil Green's,
June 3 Dick Bertini, sophomore
in Duquesne U.'s department of
music, is new piano player with
Whitey Scharbo's band at the Holilywood Show Bar Molly Papile,
keyboard entertainer at the Horseshoe Bar, has started her fourth
year at that spot Art Mooney
scouring Pittsburgh for a giri singer to go into the Shamrock hotel,
Houston, with him. He opens
there for six weeks following his
local stay Maurice Spitalny
named contractor again for orchestra which will play summer operetta season at Pitt Stadium.

Henderson Saxist Killed in Crash

Harry Davis, saxophonist with Skitch Henderson's orchestra, was killed last week in the third major auto crash involving name band musicians within the past two weeks. Three other musicians and Nancy Reed, Henderson's vocalist, injured when the car in

Nancy Reed, Henderson's vocalist, were injured when the car in which they were riding smashed into a bus six miles outside Harisburg, Pa.

Crash occured at 1 p.m. Wednesday (11) and Harris died of a crushed chest and other injuries the next morning. James Swallow, trombonist, who was driving, got a broken kneecap and bad cuts; at first it was thought he had a broken back. Eddie Stein, drummer, suffered a compound leg fracture and bad cuts; Sante Russo, cuts. Latter was released from the Polyclinic hospital. Harisburg, next day. Miss Reed has a fractured arm and pelvis.

Henderson knew nothing about the crash until he arrived at Rivesville. W. Va., where the band was to play. He cancelled that date and the next, at Richwood, W. Va., also a booking at Bolling Field, Washington, D. C., Friday (13). Band played VPI, Blacksburg, Va., Saturday and Sunday (14-15), with local musicians filing in, but laid off again until next Friday (20).

Less than two weeks ago the bands of Vaughn Monroe and

off again until next Friday (20).
Less than two weeks ago the
bands of Vaughn Monroe and
Claude Thornhill were in road accidents, Monroe's bus going up in
flames and Thornhill's being
forced off the road into a fence.
In neither case were there any in-

Monroe to Lay Off In June for Rest

Vaughn Monroe will lay off in June for a combination rest and to attend to the correction of a slight ailment that has been bothering him for some time. Maestro halls work May 30 and doesn't resume until July 1 at Asbury Park's Convention Hall.

However, during the period he will do his Camel radio broadcasts live with the exception of the June 4 show, which will be transcribed to allow complete freedom for the hospital routine and rest thereafter.



A NEW JIMMY McHUGH STANDARD

IT'S A MOST UNUSUAL DAY

Music by . . . JIMMY MeHUGH ROBBINS MUSIC CORPORATION



THE DREAM OF OLWEN

MILLS MUSIC. INC

Charles Dumont

Capitol Music Co.

polis, Schmidt

RETAIL SHEET BEST SELLERS

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 11 cities and showing comparative sales rating for this and last week.

National Rating

42

Week Ending **MAY 14**

This wk.	Last wk.	Title and Publisher	New Y	Chica	Los Ar	Bostor	St. Lo	San Fi	Indian	Kansa	Philad	Minne	Seattl	T S
1	1	"Cruising Down River" (Spitzer)	2	1	1	1	1	1	4	1	2	3	1	103
2	2	"Forever and Ever" (Robbins)	3	2	5	6	2	5	7	3	1	2	2	83
3	_ 4	"'A'-You're Adorable" (Laurel)	5	4	3	2	6	2	3	2	6	8	5	75
4	3	"Again" (Robbins)	4	3	4		3	3	1	8	5	7		61
5	5	"Red Roses for Blue Lady" (Mills)		6	2	5	4	4	8	9	8		4	49
6	8	"Careless Hands" (Melrose)	9	7	6		9	6	6	5	10	5	3	44
7	9	"Riders in the Sky" (Mayfair)	1	8					5		3	1	7	41
8	10	"Enchanted Evening" (Chappell)	6	5		8			2	6	7			32
9	6	"Sunflower" (Famous)		٠.	9	4	5	10	٠.	7		4		27
10	14	"Someone Like You" (Harms Inc.)		9	8	7	7						6	18
11	7	"Far Away Places" (Laurel)			10	10	10	8		10		6	8	18
12	12	"Bali Ha'i" (Chappell)	7					9	10	4		٠.		14
13	11	"I Don't See Me" (Laurel)	10		٠.	3	8							12
14	13	"Powder Your Face" (Lombardo)		٠.	7			7					9	10
15		"How It Lies" (Morris)				٠.					4	٠.		7

M-G-M Adds 8

M-G-M Records last week took on eight artists in the pop and other fields. Three vocalists, Joe Costa, Doris Drew and Doreen Lundy, drew pacts along with Lani McIntire's Hawaiian band, George Shearing's Quintette, a bop outfit, Dave Landers, folk singer on KMOX, St. Louis, and the Texas Rangers, western outfit.

Company will market Jewish liturgical material, too. Cantor Moses J. Silverman, Chicago, will cut for the company soon.

Jimmy Dorsey's orchestra goes into the Paramount theatre, New York, with Peggy Lee, July 6.



FRANKIE LAINE

Appearing **AMBASSADOR** COCOANUT GROVE

Gallery of Standards **CARMEN LOMBARDO'S**

SNUGGLED ON YOUR SHOULDER

FEIST

THE BEAUTIFUL BLONDE FROM BASHFUL BEND

From 20th Century-Fox's THE BEAUTIFUL BLONDE FROM BASHFUL BEND recorded by

THE MODERNAIRES Columbia .. .M.G.M ART LUND . RCA Victor TEX RENEKE

TWO TON BAKERMercury MILLER MUSIC CORPORATION

Three Suns as Summer Fill-In at N.Y. Roosevelt

Roosevelt hotel New York will depart slightly from its usual fullname band routine for the Grill. Three Suns open the spot June 10, alternating with Paul Sparr's 10-piece dance band. Run

is indefinite, but it's unlikely the room will be kept open all summer.

It's the first time the Grill has gone in for a trio as, its name draw. In the past, various name orchestras have filled in part of the summer months, while Guy Lombardo was out. Lombardo, incidentally, returns late in September for his 20th consecutive year.

Songs With Largest Radio Audience

ils, S. L. Music Supply Co.

ancisco, Pacific

H. N. Homeyer

The top 32 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Mu-sic Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of May 6-12, 1949

A Chapter In My Life Called Mary	Shapiro-B
A Wonderful Guy-"South Pacific"	Chappell
"A"-You're Adorable	Laurel
Again—†"Road House"	Robbins
Always True To You In Fashion-*"Kiss Me Kate"	T R Harms
Bali Ha'i-*"South Pacific"	Channell
Because You Love Me	Remick
Candy Kisses	
Careless Hands	
Cruising Down the River	Snitzer
Don't Cry. Cry Baby	Santly-Joy
Don't Cry, Cry Baby Everywhere You Go	Lombardo
Far Away Places	Laurel
Forever and Ever	
How It Lies, How It Lies, How It Lies	Morris
Hurry, Hurry Hurry	Drever
I Don't See Mc In Your Eyes Anymore	Laurel
I'll String Along With You	Witmark
It's a Big Wide Wonderful World	BMI
Johnny Get Your Girl	Bourne
Love Me, Love Me, Love Me	Miller
Portrait of Jennic	Chappell
Powder Your Face With Sunshine	Lombardo
Red Roses For a Blue Lady	Mills
Remember Mother's Day	Fox
Riders In the Sky	Mornie
So In Love-*"Kiss Me, Kate"	T. B. Harms
So In Love—*'Kiss Me, Kate'' Some Enchanted Evening—*'South Pacific''	Chappell
Someone Like You-"My Dream Is Yours"	Harms
Someone To Love	Warren
Someone To Love Streets Of Laredo—"Streets Of Laredo"	Famous
Sunflower	Famous
The remaining 20 sougs of the week (more in	

The remaining 20 songs of the week (more in case of ties), based on the copyright Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks, Published by the Office of Research, the Dr. John G. Pratunen Director

Office of Research, Inc., Dr. John G. Peatman, Direct	or.
As You Desire Me V Ballin' the Jack M Cabaret I	larks
Comme Ci, Comme Ca	
Don't Rob Another Man's Castle F	III & Dang
Down By the Station	mer. Acad
Dreamer With a Penny-*"All For Love" S	imon
Five Foot Two, Eyes of Blue	'eist .
I Got Lucky In the Rain-"As the Girls Go" I	'ox
If I Could Be With You-"Flamingo Road" F	temick
I'm a Little Cuckoo	
I'm Beginning To Miss You E	Rerlin
Kiss Me Sweet	Advanced
Merry-Go-Round Waltz S	hapiro-B
My Dream Is Yours-"My Dream Is Yours" V	Vitmark
One, Only Highland Fling-"Barkleys of B'way" I	l. Warren
Once and For Always-"Connecticut Yankee" B	urke-VH
Underneath the Linden Tree I	
While the Angelus Was Ringing (K. Harris
While We're Young	legent
	rvetal

+ Film musical. Legit musical.

Bands at Hotel B.O.'s

Band Hotel	Weeks Played	Past Week	Carrie
Eddy Duchin* Waldorf (400; \$2)	6	2,400	15,500
Nat Brandwynne*. New Yorker (400; \$1-\$1.50).		850	3,475
Lawrence WelkRoosevelt (400; \$1.50-\$2)		1,000	9,450
Eddy Howard Statler (450; \$1.50-\$2)	4	1,275	5,350

* Waldorf, Morton Downey; New Yorker, ice revue.

Chicago

Johnny Brewer (Swiss Chalet, Bismarck, 200; \$2.00 min. \$1.05 cover),
Gypsy Markoff replaced Cass Franklin and Monica Moore: 1.800 taba,
Dick LaSalle (Mayfair Room, Blackstone, 350; \$3.50 min. \$1 cover),
Lena Horne vice Peter Lind Hayes-Mary Healy Sat. (14). Big 3.600

vers. Frankie Masters (Boulevard Room, Stevens, 773; \$3.50 min.-\$1 cover), e Show and Masters boff 3,800 covers. Buddy Moreno (Marine Room, Edgewater, 700; \$1.20 cover). Fine

Bill Snyder (College Inn, Sherman, 500; \$2.50-\$3.50 min.). Richard Rodgers and Oscar Hammerstein music salute opened Tues. (17). Giant 3,200 covers.

3,200 covers.

Ted Straeter (Empire Room, Palmer House, 550; \$3.50 min.-\$1 cover).

De Marcos and Margaret Phelan. Slight drop, yet sweet 3,100 tabs.

Bobby Peters (Blackhawk, 500; \$2.50 min.). Dropped from last week.

Los Angeles

Leighton Noble (Ambassador, 900; \$1.50). With Frankie Laine head-lining. Third week, fine 3.050 covers. Jan Garber (Biltmore, 900; \$1-\$1.50). Fair 2.350 covers. Ted Flo Rito (Beverly Hills, 300; \$4 min.). Slow 900 covers.

Location Jobs, Not in Hotels

(Chicago)

Jimmy Featherstone (Trianon, \$1-\$1.15 adm.). First week, upped 10,000 admissions.

Cee Davidson (Chez Paree, 500; \$3.50 min.-\$1 cover). Tony Martia opened Fri. (13). Hot 4,300 covers.

Dick Jurgens (Aragon; \$1-\$1.15 adm.). Holding at 16,000 admissions.

(Los Angeles)
Les Brown (Palladium B., Hollywood, 2nd wk.). Good 12,500 ad-

CRC Compromises On 'So. Pacific' M of T Clip

'So. Pacific' M of T Clip
Columbia Records couldn't clear
all the angles that would allow the
company to stage a recording
scene, using the score of the show,
"South Pacific," as its contribution
to the footage of the forthcoming
March of Time recl on the recording industry. Instead, a clip was
photographed last week in N. Y.
depicting Eddy Duchin's orchestra
making a side for his forthcoming
"Piano Party" album.
Clearances necessary to use
Mary Martin, Ezio Pinza and tunes
from the "Pacific" score on film
were too many and too involved.
Had it been possible to obtain
them all, Columbia would have
spent several thousand dollars to
stage a recording scene with the
show's cast, which obviously would
have been worthwhile in view of
the fact CRC just released its album of the show's score, made by
the original cast.

200G Ravinia Pk. Fire

Chicago. May 17.
Ravinia Park, site of northshoreoutdoor concerts, was scene of
\$200,000 fire Sat. (14), which destroyed the historic band pavillon
and 1,424 seats. Summer season
of Ravinia Festival Assn. was due
to open June 28, with top conductors and soloists set for concert
series.

series.

Plans are for a temporary structure for the orch, so skedded concerts can be given. Most of the audience listen to the concerts while seated on the Jawn, so loss of seats would not interfere.

Register as Lobbvists

Register as Lobbyists

Washington, May 17.

Three American Federation of Musicians officials have registered under the Federal lobbying law as lobbyists. They seek to beat down the 20% nitery bite and the general 20% admissions tax, both of which, it is claimed, are causing unemployment among musicians.

Trio includes Paul J. Schwarz, head of the D. C. local; J. Elmer Martin, of Baltimore; and Richard McCann, of New York.

Hend! Preps for Dallas Dallas, May 17. Walter Hendl. new Dallas Sym-phony Orch. conductor, has planed here from San Francisco for about 10 days of activities relevant to his new duties. He replaces Antal Dorati. Dorati.

Hendl will hold auditions here for the Juilliard Summer Symphony Orch.

Riley Shepard putting on a staff for his Choice Music, N. Y., to push his tune, "Need You." Wally Brady will handle Coast end.

'Oh Kaye Danny'

London, May 17.

As a special tribute to Danny Kaye, whose popularity has been reflected by the complete sellout for his provincial tour which follows his current six weeks at the Palladium, Southern Music has published a new song entitled "Oh Kaye Danny."

It's by Michael Carr and Jack Golden; Southern Music publishes.

THE LITTLE OLD **LEICESTER**

OXFORD MUSIC CORP. 1619 Broadway, New Yo



799 7th Ave. New York

IDON'T SEE ME IN YOUR EYES

1619 Broadway, New York

ANYONE KNOWING

Mickey or Al of Bon Bernies' old gang please write to COLETTE KEESAL, 427 N. Euclid Avenue, Oak Park, III.

Chi Cafes Holding Up in Biz Slump With Diverse Policies, Lower Budgets

Chicago, May 17.

Most Chi niteries are in stride with other cafes around the country, but a general biz slump looms overhead. Unlike a few seasons back, when local spots raked in coin while clubs in New York and L. A. tussled with h.c.l., activity now on part of ops to hypo biz or prevent it from slipping, includes retrenching budgets or scrambling for name attractions.

Mayfair Room. Blackstone hotal

Mayfair Room, Blackstone hotel Mayfair Room, Blackstone hotel found going bit rough because of lack of continuous headliners, with less than 500 covers a week averaged during first three months of '49. Recent upswing is due to return of Peter Lind Hayes and Mary Healy, who closed Fri. (13). Lena Horne, heretofore a Chez Paree attraction, bowed in Sat. (14) and may close the room for the summer for lack of headliners to follow. Past experience with lesser draws, has been catastrophic for the Kirkeby room.

Difficulty in getting enough topliners into the Chi area found (Continued on page 44)

(Continued on page 44)

THE



Tops in Dazzling **Thrillabatics**

ORIENTAL, Chicago MAY 19-JUNE 1

> Thanks to SAM ROBERTS IN CHARLES HOGAN

Dir.: MILES INGALLS Hotel Astor, New York

Accord in San Juan Row

A temporary truce was effected last week between Lou Walters, operator of the Latin Quarter and San Juan theatre, both N. Y., and the American Guild of Variety

the American Guild of Variety Artists on the operation of the theatre. For the time being, AGVA will not ask Walters to post a bond for acts used in the house.

Union last week threatened to close the theatre unless Walters ponied up approximately \$4,000 to cover acts' salaries. Walters refused and was set to close the theatre Friday (13). He advertised the closing date in local Spanish papers. After ad appeared compromise was reached.

Byfield 'Salute' Series Extends to L.A., Frisco As Hypo to Niteries

As Hypo to Niteries

Chicago, May 17.

Musical "Salute" series, originated by Ernie Byfield in the College Inn, Hotel Sherman, is extending it a nitery popularity. "Salute To Gershwin," first of series produced here, has been booked into the Cocoanut Grove, Ambassador hotel, L.A., May 24, with Jack Fina's band. Unit, handled by Music Corp. of America for producer Sherman Marks, is also skedded for Mark Hopkins hotel, San Francisco, July 12.

Current "Salute To Cole Porter," which did J6 weeks ending May 15, will also be booked as a package by MCA, with Marks at the production end. Latter has been whipping up "Salute To Rodgers & Hammerstein" for opening tonight (17).

From the amount of inquiries that have been pouring in, Marks feels

From the amount of inquirles that have been pouring in, Marks feels the musical-montage presentations not only hypo nightclub biz, but give cafegoers entertainment on a musical level. Standard acts with power to attract payees are running too expensive for many niteries, so "Salute" series, with no big names, is appealing both on cost and entertainment basis. At any event, presentations have kept College Inn solidly in the black, despite general biz lull in niteries.

Marilyn Cantor, daughter of co-median Eddie Cantor, signed for a May 24 engagement at the Pent-house Club, N. Y. Miss Cantor made her cafe bow at Leon & Ed-die's, N. Y., several years ago as Marilyn Curtis. She's now using her war name.



LLOYD and SUSAN WILLIS

SATIRICAL DANCERS MOUNT ROYAL HOTEL, Montreol KING EDWARD HOTEL, Toronto Dir.: General Artist Corp.

'Ice Follies' Boff 250G In 25 Shows, Mpls.

Minneapolis, May 17.

For 25 performances "Ice Follies" drew aproximately 132,000 attendance and an estimated \$250,000 gross at \$3.60 top in the 7,000-seat Arena.

Windex

Window sale helped most per-formances to reach near-capacity, whereas in past few years advance sale brought a sellout for the run.

A.C.'s Hotel Strike May Flare Again

Atlantic City, May 17.

Although beachfront hotelmen here succeeded in effecting a truce in recent strike without meeting union demands for increased pay pending further negotiations, the matter is far from settled.

National Hotel and Restaurant National Hotel and Restaurant Employees and Bartenders Inter-national Union have sent Hugo Ernst, International presi-dent, Bert Ross, of Miami and Gastron Ramat, of Quebec, Canada, vice-president, here to survey situa-tion.

Employes are working without contract pending settlement. It is possible that differences may be ironed out today (17) at a meeting in Philadelphia, with union heads and top hotelmen represented.

It is no secret that hotelmen are seeking to make conditions in the beachfront houses so attractive that the union's hold on employees will be threatened.

ployees will be threatened.

To this end they have placed all hiring in the hands of a central office which now screens prospective employes before hiring. They have also provided a plan whereby employes are insured up to \$1,000 and are provided with free hospital and medical care up to a certain figure. Hotelmen say this has long been needed while the unions see it as a means of threatening their hold. their hold.

their hold.

Ernst told some 700 hotel workers here Friday (13) that they will be backed by the 450,000 members of 800 locals should they go out

More Acts on Modest **Budget Seen Nudging** Names Out of Vaudfilmers

Eight-act bills on a modest budget seems the new order for vaudefilmers. Latest to join the parade is the Hippodrome, Baltimore. Operator Izzy Rappaport is reported ready to scrap bandshows and names in favor of longer bills and less expensive acts.

er bills and less expensive acts.

It's figured that more theatres will do the same if the Palace theatre, N. Y., opening tomorrow (Thurs.) with an octet of modestly-budgeted turns clicks. Most operators have long been tired of paying super-salaries and percentages for top acts and would welcome the opportunity of switching to the cheaper format.

93-YEAR-OLD APOLLO IN CHI CLOSES DOORS

Chicago, May 17.

Chicago, May 17.

After 93 years of operation as an amusement center, Apollo theatre here finally closed its doors. In contrast to its long life it took only 90 minutes to rip out the interior prior to tearing the building, down. For the last decade it has been operated by Balaban & Katz chain, showing roadshow and minor attractions. Four different buildings have occupied the site at Randolph and Clark streets.

Opened in 1856, the theatre was

Randolph and Clark streets.

Opened in 1856, the theatre was known as Kingsbury Hall and included a freak museum. It then passed through many hands and names, being called the Olympic. New Chicago, Music Hall, Arlington Hall and Grand Opera House. In 1934 it was converted into a film house. house.

house.

It housed the first symphony concert after the great fire of 1871. and played such stars as Sir Harry Lauder, Marie Dressler, Al Jolson, Katharine Cornell and Mae West. The 38 employees will be absorbed in other locations of the B&K chain. Bus terminal will be erected on the site.

Musicians Won't Play for Acts Unless AGVA Refunds Member's Initiation Fee

can Federation of Musicians and the American Guild of Variety Art-ists was slated for last night (Tues.) at the Regent theatre, N. Y., an RKO nabe house which uses vaude shows on Tuesdays.

Question revolves around the AFM edict of a year ago which forbids members of the Musicians forbids members of the Musicians Union to join any other labor organization. Because of that edict, AGVA was forced to drop classification of harmonica players cand singers and specialty performers if they already are AFM members. AFM has demanded that bandleader Lee Norman, who emces the Regent shows, drop his AGVA membership and asked that his AGVA initiation fee be refunded by the union. Otherwise AFM threatened not to play for the performers.

AGVA's eastern regional director Jimmy Lyons declared that union would not accede to the AFM demand and would hold the-atre to pay acts' salaries, as per contract, even if they did not go on

contract, even if they did not go on Situation stemmed from the dismissal of performer Charlie Banks, who had been permanent emcee at the Regent, and substitution of Norman in spot. Union reached an agreement with Maj. Leslie Thompson, labor relations head of RKO circuit, whereby Banks would be given severance pay and any other emcee would have to orch.

join the union. Bandleader subsequently made application for AGVA membership. He was turned down at first, but later accepted. After several months under that agreement. AFM notified Maj. Thompson that musicians would not work in house unless Norman not work in house unless Norm got his initiation fee returned him.

him.

There have been a number of previous outbreaks on that question, and each time AGVA was forced to withdraw. At one time houses in Kansas City and Des Moines were tied up because AGVA demanded that a cocktail lounge entertainer join. AFM subsequently pulled all bands in the area. AGVA then retreated and transferred the organizer, who originally made the demand, to another area.

This time, according to Lyons.

This time, according to Lyons, they're prepared to fight it out.

Wright 'Show's' 25th Anni

London, May 17. publisher



LANDRE AND VERNA

THUNDERBIRD HOTEL LAS VEGAS

RECENT ENGAGEMENTS: **HOTEL PIERRE—New York** PALMER HOUSE-Chicago

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MOUNT ROYAL HOTEL-Montreal, Canada WILLIAM PENN HOTEL-Pittsburgh

Our Sincere Thanks to HANS LEDERER and GEORGE WERFEL Direction: International Theatrical Corp, New York Chi Cafes

the Boulevard Room, Stevens ho-

the Boulevard Room, Stevens hotel, switching to an iceshow policy. Convention and family trade has garnered continuous biz, with known bands as added bait. Palmer House's Empire Room, with Victor Borge, Dorothy Shay, Evelyn Knight and The De Marcos, is experiencing increased activity with its name policy, although amount of coin shelled out for entertainment has been upped considerably.

Edgewater Beach hotel, in order to combat waning biz, launched a name band lineup, for the summer months, with Freddie Martin, Vaughn Monroe, and Claude Thornhill in the offing. Neighborhood spots like Vine Gardens and Silver Frolics have had to increase show costs with cetebs, to keep in the running.

Chez Paree is probably having the roughest time of night spotshere because of hotel rooms entry into name presentations. Besides

here because of hotel rooms entry into name presentations. Besides lack of enough headliners to go around, rooms have grabbed perennial Chez features, with steady trade going elsewhere. Average of 2.700 covers per week has left abundant white space past three months; a drop of 700-900 tabs weekly from previous seasons. The Danny Thomas' and Carmen Mirandas attract spenders, but they've been few and far between this season.

this season.

Edgewater Beach hotel, in order

N.Y. Intime Cafes Thrive on Late Biz, Standup Bars Taking Play from Clubs

veered to the eastide. For the past few months the intime boites there have been hitting a peak af-ter-theatre patronage which fre-quently lasts until closing time.

Shift to swank sector is confined to the small bistros which during the past year installed entertainment to entice the stay-out-lates. In most spots it has paid off.

In the new switch the established the stay-out of the stay-out-lates.

In the new switch the established supper clubs are running behind take of the standup bars. Talent has been instrumental in luring customers, but once they're in, show seems secondary.

Among eastsideries that have been getting most of the late trade are Fanchon & Arnold's Park Avenue Restaurant, the Cafe James. Cafe Meurice, and the small bars in hotels.

Many cafes are pacting name talent due to increased business. Fanchon & Arnold's last week set Billy Daniels, the James has George De Witt, L'Aiglon has Daphne Hellman and Dorothy Ross plus other names have been hypoing the Club Bagatelle.

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Palmer House June 15

Sid Caesar, musicomedy and TV star ("Admiral Broadway Revue"), makes his first nitery appearance in a couple of years when he opens at the Palmer House, Chicago, June 15, for four weeks.

15, for four weeks.

Comedian by then will have closed the first cycle of the Admiral video series, and is filling in the summer with nitery and theatre appearances until the fall resumption of the TV-er. He may skip the latter if he gets a Broadway legiter. legiter.

Latinos Join AGVA To Play H'wood Date

Hollywood, May 17.

Acceding to demands of Ameri-in Guild of Variety Artists, 43 embers of the "Cabalgata" can Guild of Variety Artists, 48 members of the "Cabalgata" troupe, Spanish revue, opened at the Biltmore theatre, Mönday (16). Each paid \$56 initiation fee to join the union, and producer S. Hurok posted bond to cover salaries. Payroll is reportedly \$8.500 weekly.

AGVA took stand that importa-

roll is reportedly \$8.500 weekly.

AGVA took stand that importation of Spanish troupe, which has
been playing Latin-America to capacity biz for past year, was a
threat to livelihood of U. S. talent.
Biltmore is normally an Equity
stand, but Latin troupe is regarded
overvaled unit. Show uses pit head as vaude unit. Show uses pit band of local 47 musicians. Entertain-ers are from Havana, Spain and

Loew's Bronx Vauder

Loew o' ricuit may spot vaude shows in the Boulevard theatre, Bronx, N. Y. It plans to set a one-week bill for experimental pur-poses, but no date has been set yet.

If policy clicks it will be the first time in years that a Loew nabe house has projected full-week bills.

GOLDMAN WITH SMALL

Milton Goldman quits the A. & S. syons agency next week to join aul Small. He'll work in legit and films.

and films.

Goldman is slated to leave for London June 15 to gander talent and survey the situation regarding the opening of a branch there.

Vaude Bills Added Lure For Summer Drive-Ins

Los Angeles, May 17.

Los Angeles, May 17.

Vaude bills one night per week is the new policy adopted by Pacific Drive-In Theatres to augment its film shows in the hope of luring the summer trade.

Company opened its new Pickwick theatre in Burbank with a troupe consisting of Tom Brown, as emcee; Ralph Byrd, Max Terhune, Eddie Dean, Pamela Blake, and Bob Oates and his band. At the Tri-City theatre the unit was made up of Russell-Hayden, Tom London, Monte Hale and a western band.

Saranac Lake

By Happy Benway

By Happy Benway
Saranac, N. Y., May 17.
Local Pontiac theatre closing for summer this week. Bills will be resumed in September.
Bella Carlisle and Geoffrey Jollie, of the Dominion Players, in to bedside Mabel Burns, who is recuping from recent operation.
Ted Caumont, of the Warners homeoffice, checked in for observation and rest cure.
Joe E. Brown, touring in "Harvey," took time out to visit his old pal, Slim Vermont (E. U. Balger), at the Vets hospital at Oteen, N. C. and also entertained the other patients. Brown's visit was a great tonic for the disabled trouper.
Andy Grainger, ex-Rogerite and now on staff of Shea circuit, in for his annual check up and given an all-clear to resume work.
Roscoe Fawcett, mag publisher, Guy Randazo and Nady Valle in for weekend at the Eddie Dreyfus camp on Lake Kiwasa.
The Pinc Tree Players, gave two performances of "Little Women" here, sponsored by the Parent-reachers Assn. for the local children's milk fund. Affair was a sellout.
Write to those who are ill.

out. Write to those who are ill.

CELESTE HOLM OFF ON OPERATION FATIGUE

Paris, May 17.

"Operation Fatigue" is the name given to its junket by the troupe, managed by Leo Morrisson and starring Celeste Holm, that is tour-ing the Military Air Transport

Service bases.

Show already played Washington: Westover, Mass.: Harmon, Newfoundland; Goose Bay, Labrador: Burtonwood, England, and Orly Airport, Paris. It is here for three days, then leaving for Germany, Greece, Italy, Tripoli, Morocco, the Azores and Bermuda. After hitting N. Y, it returns to Greenland, where a performance could not be given on account of the weather. Trip will cover 24,000 miles. 24,000 miles.

Policy Switch Pays Off Pittsburgh, May 17.

Hollywood Show Bar has set Dusty Brooks as permanent com-edian-emcee. He opened Monday (16).

Spot, which for couple of years Spot, when for couple of years stuck to straight musical entertainment, went in for vaude two months ago and has shown steady improvement. It uses six acts, four-piece band and a singing pianist for intermission lulls.

Midwest Dates

Chicago, May 17.

they've been few and far between this season.

College Inn's Switch
Only spot in town that's done a right-about-face is the College Inn. Hotel Sherman. Upped biz, directly due to Ernie Byfield's musicomedy idea instead of headliners, began last November with "Salute to Gershwin" show. Second in the series. "Salute to- Cole Porter." closed May 15 after 16 weeks, settling an all-time record for the Inn. with \$25.000 per week during March. The 15% increase over any previous high brought 35,000 payees during the 16 week period. "Salute" series, produced by Sherman Marks, costs around \$4,000 per show. with standard cafe attractions noticeably absent from the lineup. While other spots scramble for celebs, Byfield's dipped into the ballet field for Ballet Theatre headliners John Kriza. Ruth Ann Koesun and Eric Braun for choice dancing bits in "Salute to Rodgers and Hammerstein." which opens tonight 171. Lack of nitery names, top orchs or high-priced budget hasn't affected the spot. If anything, it's increased biz.

Chicago, May 17.

Jack Russell and Len Fisher off to New York to huddle with Artists Representatives Assn. board of governors regarding Chicago Entertainment Managers Assn. problems. Casino reverts to regular floorshow policy after month run "The Drunkard". Larry Ross set for the Stork Club, Shreveport, La., May 28. Minda Lang into the Brown Hotel. Louisville. May 18. Heller & Reilly, who have been playing midwest dates, joining Allan Jones for tour of Army camps in Germany.

Glenn's Rendevous has set Cy Reeves for June 3 and added Joan & Ernie Haydon and the Cloney Sisters to the Billy Vine show June 17. Jimmy Stanton leaves the Olsen and Johnson show to produce shows at the Casino Lenny Colyer goes into the Sky Club. Aurora, Jll., May 20. Paul Gray does his comedies at the Beverly Hills Country Club, Newport, Ky., starting May 28. Chez Paree has secured Gertrude Niessen as head-liner for the June show with Henny Youngman and Billy Eckstine following in Joe E. Ross joins Evelyn Terry and Day, Dawn & Dusk at Silver Frolics opening, May 29.

Cubano Songstress Set For N. Y. Theatre Bow; Fox Buys Out Partners

Maria Ravel, Cubano songstress who played some N. Y. cafe dates several years ago and retired after marriage, will play her first N. Y. theatre date Friday (20) at Lou Walters' San Juan theatre. N. Y. She is also set for a later date at his Latin Quarter nitery.

Dave Fox, former American Guild of Variety Artists' eastern regional director, is repping her, He has bought out interests of Victor Rocco and Ray Voss in Vidoray and will carry on with Dorothy Collins, aiso formerly of AGVA. as chief aide.

Curtis' Widow to Carry On His Agency Biz

Mabel Ford Curtis, widow of the vet agent Jack Curtis, will continue to operate the business from an office in the Plymouth hotel, N. Y. Operating as Jack Curtis Attractions, she'll represent clients on husband's list prior to his death.

Mrs. Curtis is a former vaude performer and was a member of the Ford Sisters act before her

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Reopening of the Palace on B'way To Receive Terrif Press Coverage

with vaudfilm tomorrow (Thurs.) to possibly one of the greatest, with vaudfilm tomorrow (Thurs.) to possibly one of the greatest, automatic buildups in the history of show business. A natural and unsolicited press-gatherer, this is something which perhaps even Sol A. Schwartz, veepec of RKO Theaters, didn't anticipate. Not only in New York, but syndicated feature writers nationally unloosed a barrage of sentimental and nostalgic journalistic ballyhoo which, many in the trade hope, will not lead to too great an anticipation. About 200 requests for admission to the first show came from newspapers, press associations and radio news-gathering services. The mezzanine loge will be reserved for the press and VIPs.

The RKOites stress that there are no pretentions about this "comeback" of vaudeville; that the eight acts, with the 20th-Fox firstrun film feature, "Canadian Pacific," at 95c. top on a grind run, are expected only to produce a well-rounded three-hour show. In fact, if the bill clicks, the show will defer to the picture house standard and just hold over instead of adhering to weekly changes as was the Palace's practice in years past.

past.
Vaude, as such, played the Palace from 1913 to 1932, and was brought back for an abortive grind run in '35. Thereafter this RKO house has been everything from a



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Greater Love Hath-

The percenters are really serious about doing their best to see to it that the Palace vaude policy is successful.

The agents are getting pledges from each other that they'll not ask for Oakleys unless they have an act on the

first-run to a double-feature reissue

house.

Opening bill costs around \$3,000. Show comprises in the following order: Mage and Karr, The Chords (3), The Marvellos (3), Cook & Brown, Norman Evans, Jerry Wayne, Lorraine Rognan, and Dolinoff & Raya Sisters.

Vaudevillians, past and present, are supporting the venture. The Friars had requested that a 200-seat section be roped off for them for the first show. No definite promise was made whether that could be done.

Acrobat Injured, Another Killed in Carny Mishaps

New Haven, May 17.

Loiz Feldmann, 42, Austrian performer appearing as "Athos," one-finger balancing artist, with Hamid-Morton Circus at Arena here, lost his balance at Thursday (12) matinee and fell a short distance to the floor, landing on his face.

X-rays indicated that Feldmann would be out at least three months. would be out at least three months, if not permanently, inasmuch as injury involved fractures of wrist and major working digit. Performer was booked for next 20 weeks at \$500 per stanza.

Aerialist's Fall Fatal

Battle Creek, May 17.

George Lanning, 38, plunged 90 feet to his death here last week, when a cable supporting his trapeze broke.

He was a feature act with the World of Pleasure shows, playing a stand here.

Smith Back in Agcy. Field

Smith Back in Agcy. Field Eddie Smith, who sold his N. Y. agency last year to Al Wilson, will reopen a talent office in New York shortly. Reentry is made possible by a revamped agreement with Wilson which modifies a clause in the sale agreement which stipulated that Smith could not open office in New York or Hollywood for five years after sale.

New agreement stipulates that Smith cannot sign any acts now under contract to Wilson.

AQUASHOW SET

Elliot Murphy reopens his Aquashow at the Amphitheatre, Flushing, N. Y., June 28. It will run through to Labor Day.

Max Roth—of Bernard Burke agency will set talent.

Currently Loew's Capitol, Washington

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(Week May 19th) NEW YORK CITY

Management:

MATTY ROSEN

Plymouth Hotel

New York City

Pitt Couple Tag Nitery

With 20G Suit in Brawl
Pittsburgh, May 17.
Troubles continue to pile up of
Alex Shusett and Elizabeth Zabp,
owners of Mercur's Music Bar. Recently fined \$100 each for selling
liquor to minors and still without a business as the result of a fire
last February which destroyed the
spot, they were sued last week for
\$20,000 on charges of assault.
The plaintiffs, Mrs. Myrtle
Synder, an entrant in the "Mrs.
America" contest which had its
local finals at Mercur's in August,
and her husband, DeWitt Snyder,
charged that they had been beaten
by four of the bar's employes.
They claim the beatings were inflicted when Mrs. Snyder refused
to ride the Pittsbugh streets in an
open car to ballyhoo the contest
at Mercur's.

Murray's 'Blackouts' Hits Road After Seven Years in Hollywood

Years in Hollywood

Hollywood, May 17.

Ken Murray is taking his "Blackouts" out on the road in regions where the tall grass grows after playing the El Capitan theatre here since June 24, 1942. He'll eschew bigger cities, where his type of show is a familiar entertainment item. Tour begins in September and winds in time for him to return to the El Capitan on Christmas with "Blackouts of 1950."

Troupe of 70 will travel, eat and live on a private train made up of compartment and drawing room cars and a direr. First stop will be Sacramento, Cal., in the 5,000-seat auditorium there. After next engagement at Salt Lake City show will work east. All bookings are being set up by MCA. Long engagements will be avoided. Top of \$3.60 will be charged and eight shows a week will be given. Large auditoriums will fit well with the show, which is composed of 90% sight acts.

Entire "Blackouts" cast, with exception of Marie Wilson, will make the tour. Actress is being held by film and radio commitments; but she rejoins the show when it opens again Christmas. Until Murray's return the El Capitan may be open for other shows, provided they

again Christmas. Only Murray s return the El Capitan may be open for other shows, provided they don't want to run after Christmas.

Mpls. Spots Convinced Only Names Draw Biz

Minneapolis, May 17.

Since only names or outstanding personalities can attract biz, battle is on among local niteries for

Abandoning its policy of travel-Abandoning its policy of traveling bands and unfamiliar acts, the Hotel Nicollet Minnesota Terrace has started to give "name" competition to the Club Carnival and Hotel Radisson Flame Room. It currently is offering Benny Fields and Wayne Gregg orch. Lou Holtz follows. Then comes, as usual, the new Dorothy Lewis Ice Show for an entire summer run. an entire summer run.

an entire summer run.

Jerry Colonna and Harmonica
Rascals are at the Carnival, with
the link Spots, Cab Calloway,
Harry Richman and Sophie Tucker
set for the rest of the summer.
Flame Room also has its hat in the
ring for "name acts that mean
something." Its current floorshow
headliner is vocalist Malu Gatica.

Bartender Cops Plea In St. Loo Nitery Murder

St. Louis, May 17.

than take a chance on a Rather than take a chance on a death or life imprisonment verdict from a jury, Frank J. Hickey, 40, bartender in the defunct Kitty Kat Club, last week changed his plea to guilty of second degree murder and was sentenced to 15 years by Circuit Judge Francis E. Williams. Hickey was charged with fatally shooting Donald Tierney, a college student during a brawl in the spot last Sept. 5. last Sept. 5.

Tierney was shot when he went to the aid of a friend who became engaged in a fight over passes made at his femme companion.

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tt Couple Tag Nitery With 20G Suit in Brawl Provincial Vaude Outlook Dismal. With Legits Favored in British Stix

By HARRY REGENSBERG London, May 17

Vaudeville in the British provinces is experiencing a very lean time, with future outlook none too

Shortage of headliners is not the prime reason why vaude is on the downgrade. Real danger to its survival is the once-nightly policy

the downgrade. Real danger to its survival is the once-nightly policy of legit shows, which are gradually displacing vaude bills in most houses.

Musicals like "Annie, Get Your Gun," "White Horse Inn," "Song of Norway," "Perchance to Dream & "Lilac Domino," "Dancing Years," and non-musical hits such as "No Room at the Inn," "Private Lives," "Worm's Eye View" are destroying the twice-nightly policy built up for vaude, and replacing with legit shows, so that when occasionally a vaude bill is reverted to, on twice-nightly basis, the clientele has already acquired new tastes, making it difficult for variety show operators.

Another important factor is that legit shows stay more than one week, and in several cases as long as a month, which is not helping either.

Still another hindrance to the led and prosperous music-hall days

either.

Still another hindrance to the old and prosperous music-hall days is the ice-shows which have suddenly attained a popularity almost amounting to a boom.

With vaude producers almost frantic with worry as to their position for the year, their outlook for next year doesn't seem any brighter. It is reported that the Labor Party, which is expecting a

Garden Pier, A.C., May Be Razed for Recreation Area

Atlantic City, May 17.

Atlantic City, May 17.

The ballroom and theatre on Garden Pier, where name bands once played and where 'many Broadway plays opened, will be razed within the next few months. The city will act following almost two years of litigation between Commissioners and Mrs. Miriam Richmond Levin, of Bala-Cynwyd, Pa. Mrs. Levin, as a finale, had been given an additional 60 days to pay back taxes of \$100,000 to regain title to the pier. She failed to complete the deal and Commissioners acted Friday (13) to formulate plans to make the amusement landmark a city park recreation center.

The city will build a one-story

The city will build a one-story solarium and aquarium on the end of the pier and also a shell for concerts.

Under the present plan stores remaining in the front of the pier remaining in the front of the pier will become a reading room where the city's visitors may obtain out-of-town papers and a museum under the auspices of the Atlantic County Historical Society.

Tur stiles will be located at the entrances with visitors paying a 10c admission.

general election sometime next year, has already booked over 7,000 halls in the provinces for party meetings. These do not in-clude the hundreds of halls booked by the Conservatives and Liberals. Political meetings as a rule pro-vide free entertainments, thus making a big dent in the intake of paid shows. So it looks like next year will not shine too brightly for vaude, which is very disheart-ening for investors in that medium.

Hutch, British Comic, Replacing Adler in 'Music'

Replacing Adler in 'Music'
British vaude bills sorely need potent headliners to draw biz, according to George Formby, British comic currently in the U. S. to arrange a series of Canadian concert dates in the fall. He declared that an ordinary bill of eight acts is of little value at the b.o.

Not all topliners are solving this problem. Formby's agent, Hyman Zahl, who set Larry Adler, harmonicist, for a tour of provincial houses claims the Adler unit, "And We Shall Have Music," has been losing money in many situations. Adler is slated to withdraw from it and will be replaced by the it and will be replaced by the British comedian Hutch.



LATIN QUARTER, New York

"Cardini, Easily the Best of the Sleight-of-Handers. ABEL, VARIETY MARCH 9th, 1949

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Blue Angel, N. Y. Josephine Premice, Louise Howard, Bill Lawrence, Rose Murphy: Stewart Ross, pianist: Herman Chittison 3; \$4 minimum.

Herbert Jacoby and Max Gordon maintain standard with their sure-fire East 55th street boite, one of the top class intimeries, and "the Palace" of that sort of divertissement. The boys made an abortive try for expansion with the illfated LeDirectoire (nee Cafe Society Uptown) and, save for a quickie click with the Kay Thompson act, they apparently are more sure of what they have at the Blue Angel. The pair have showcased standouts like Evelyn Knight, Alice Pearer, Florence Desmand, Jay Marshall, Psart, Balley, Rose Murphy, among others.

The latter is back as topliner.

others.

The latter is back as topliners of thers.

The latter is back as topliners and is getting good support from a weil-rounded bill which comprises Bill Lawrence, Josephine Premice and Louise Howard.

Lawrence is the Arthur Godfrey video-radio songster, a strong personality in the intimacy of a salon-type of saloon like the Blue Angelonity he errs with an obviously bad choice of ballads. A boyish lad, hardly of the voting age, he has suddenly veered to a sophisticated catalog of songs like "Blue Heaven." "This Nearly Was Mine" ("South Pacific"), "Get Kick Out of You" and the like. The songs are beyond his years, too mature and sophisticated. A romantic mike singer, there are any number of pops and musicomedy excerpts more attuned to his personality. He possesses a compelling front, boyish e-ough to go well with both sexes, and particularly appealing for "mothering instinct" femmes, which makes the sophisticated songs the more awry.

Young Lawrence is going places, obviously, although before an intimate audience it's patent that he has plenty to learn about using his hands, greater ease—and leave that claims mike alone!

hands, greater ease—and leave that cl ging mike alone!
Miss Premice opens with her calypsos. Latin and French ditties,

projecting her personality well. Her terps are limited by the confines of the miniature rostrum, but she clicks vocally. She has good bongo accomp from her own solo

bongo accomp from her own solois

Louise Howard is a comedienne
who will go further with sturdier
material because she does well
with the limited repertoire she has
been unspooling the last season or
two. Personable and possessed,
norsense like "Cocktails For Two"
scores big. She could be bigger
as she enhances her special songs.

Lose Murphy's baby-voiced style
of pianologing is a showstopper as
she scat-sings her stuff to a special
brand of rhythmic pianology. The
beat is achieved by a loose baseboard at the piano pedals, and her
showmanship is enhanced by utilizr-ion of familiar melodic standards like "Time On My Hands."
"Annabelie Lee," "Cecelia," "Dark
Eyes," etc., against which she
bounces her unique vocatempos.

Stewart Ross is a good utility
accomp and the Herman Chittison
Trio dots its rhythmic interludes
in usual tiptop manner. Abel.

Chez Parce. Chi

Chicago, May 13.

Chicago, May 1
Tony Martin, Gene Ba;
Manor & Miguon, Pann Merry;
Chez Parce Adorables (10).
Wallis, Cee Davidson Orch, Re
guez Orch; \$3.50 minimum, Baulos Rodr

cover.

Chez Paree has come up with a show that tops previous efforts of past few months. Production numbers are more lavish, from costuming angle, with bill running well over an hour and a half.

Tony Martin garners a rapt attention of the femme onlookers with his rendishes of "For Every Man There's a Woman," "Make Belleve" and "Comme Ci Comme Ci." His easy manner and showmanship is tops, with plaudits of approval for "Tenement Symphony," by Hal Borne, his accompaniest, Encores include "Robert E. Lee," done with strawhat in the Harry Richman manner, and "Beguine." Crossfire gabbing with ringsiders plus request numbers score solidly for a begoff.

Gene Baylos fast gags and ad libs go over with the Chez crowd, with Yiddish innuendos and indigo fasties getting continuous yocks. Comic's pinball double-talker still wifams 'em.

Manor & Mignon exhibit neat terping in a varitey of fast routines, with "Hora Staccato" and "Espana Cani" rating kudos. Comely bload does fast spins in effortless fashion, with pair conveying impresh they're having as good a time as payees in a George M. Coinan medley. Getting customers in on vocals of the tunes was smart closer.

ticularly on multiple flips and handless cartwheels. Exotic brunet adds to apparent s.a. by dancing barefoot.

(The Paree Adorables' calvaso

barefoot:
Chez Paree Adorables' calypso number and closer. "Calvacade of Brides." a pageant of brid al fashions worn by famious women through the centuries, are decorative and novel. Hal Wallis backs productions with vocals while Cee Davidson's orch does firstrate job on show and dance tunes. Rodriquez' Orch keeps rhumba addicts happy.

Greg.

(HOTEL CHASE)

St. Louis, May 10, Carmen Miranda, Roberto & Ali-cia, Bando de Luca Boys (5), Ken Barry, Garwood Van Orch (14); \$1-\$1.50 cover, no minimum.

Although her accent has thinned somewhat and her vocabulary a bit easier to decode. Carmen Miranda, the bombastic Brazilian, is still a strong draw. She is sure to fill this 800-capacity room. Her oomph and s.a. have not iessened and the style in which she socks over her ditties is copping usual approval.

Show has an almost entire Latin flavor with Garwood Van, with his sax, and Ken Barry, band baritone, chipping in with some swell Yank numbers for a contrast.

Miss Miranda starts salvos on her themer, "South American Way" with the Bando da Luca Boys, quintet of Brazilian musicians

Miss Miranda starts salvos on her themer, "South American Way" with the Bando da Luca Boys, quintet of Brazilian musicians and singers, backing up. Previously they had won the mob with native ditties. She also scores heavily with "Tico Tico." "I, Yi, Yi, "Cooking With Gas," "Guanta le Gusta," and a novelty ditty, "I Make My Money With My Bananas."

Roberts & Felicia, Flemenco dan-

Grinzing Cafe. N. Y.

Fritzi Scheff, Carlo Hawary, Rosalie Grant, Bela Villyani Orch; no cover, no minimum.

George Eberhardt's Grinzing Cafe in the East 79th street (near Yorkville) belt is a natural for the middle-European population hard by and a draw for tourists for nostalgic and other reasons. Among the more potent reasons, currently, is Fritzi Scheff of "Kiss Me Again" fame as she reprises Lehar, Strauss and Victor Herbert. Her authoritativeness in recalling how she first introduced the Herbert classic 42 years ago is compelling. For an old gal she is completely charming and entertaining. The Grinzing environment, of course, is a natural haven for her background

A pop priced table d'hotery, the room offers a fetching variety of musical divertissement. Carlo Hatroom oners a tetening variety of musical divertissement. Carlo Hatvary, a standard here, tenors everything from Viennese waltzes to Gaelic roundelays, besides emceeing the general proceedings. Rosalie Grant is also in the Lehar-Lanuer Strauss diom, besides American ballads. And Bela Villyani's strings are likewise in the traditional vein.

But it's Fritzi Scheff's show, and she lets them know it. The presentation is intimate and a cetionate, sans the brashness which had to obtain in a mammoth room like Billy Rose's Diamond Horseshoe, where she was long identified. Here she's bæk in Vienna, and she helps recapture its gaiety not a little.

Minn. Terrace, Mpls. (HOTEL NICOLLET)

Minneapolis, May 14.
Marc Ballero, Consolo & Melba
Wayne Gregg Orch (11) with Lois
Chapman; \$2.50 minimum.

Current layout here has comean Mare Ballero, Consolo & Mel-t, terpteam, and Wayne Gregg's

bat terpteam, and Wayne Gregg s orch.
Youthful Ballero is a personable chap with a gift for mimiery as demonstrated by authetic impressions of Fred Allen, Jack Benny, Charles Boyer, Peter Lorre, Jinmy Cagney, etc. His repertory is huge and he invites audience to call out their choices. He does amusing satire of Mr. Anthony and some gags and patter, but its his pantomime that garners the laughs.
Consolo & Melba are among the top terpers in appearance and performance. They're as graceful and pleasing as ever with their glides, whirls and spins in their elever ballroomology.

ballroomology

Comely blond does fast spins in effortless fashion, with pair conveying impresh they're having, as good a time as payees in a George M. Cohan medley. Getting customers in on vocals of the tunes was smart closer.

Pann Merryman's flashy acroftechnics gets warm reception particles with swing and sweet face. Lois Chapman is an attractechnics gets warm reception particles with swing and sweet face. Lois Chapman is an attractechnics gets warm reception particles with swing and sweet face.

Starlight Roof, N. Y. (HOTEL WALDORF-ASTORIA)

Eddy Duchin Orch (11) mith Tonnny Mercer, Mischa Borr's Latin Band; \$2 cover after 10.

Eddy Duchin and Mischa Borr Eddy Duchin and mischa Bor-have moved upstairs to the Wal-dorf's Starlight Roof for the sum-mer, from the Wedgwood Room, and it's as good a parlay upstairs as downstairs. Duchin with his "so-ciety" type of dansanation and

and its as good a pain, upstand as downstairs. Duchin with his "society" type of dansapation, and Borr, as the Latin outfit, certainly keep the floor crowded.
Duchin, of course, is the room's mainstay, and with the personable, always-tanned maestro pacing the orch from his 88s, the Waldorf has a prime asset in a band that comprises four reeds, four brass and three rhythm, including Duchin's piano. And it's an outfit, that while short on showmanship, nonetheiess is right for this room, where the patron emphasis always is on the subdued dance rhythms for which Duchin is noted.

Duchin is noted. What Duchin could use to advantage is a girl vocalist, to give the outfit some s.a. As is, there isn't a femme in the organization, and in this case the economics presumably behind it doesn't pay off. Tommy Mercer is the outfit's only vocaiist,

Mercer is the outnes on...
and he gets by.
It's a tough load for Duchin, to
be expected as the Starlight Roof's
lone summer draw, but on the basis
of the opening night he can pull
Kaha.

China Doll. N. Y. (FOLLOWUP)

(FOLLOWUP)
Pupi Campo's bund, succeeding the 14-month run of Noro Morales, looks like it will be able to lure the rhumba set because of Campo's ability to clown with customers, cater to Latin terp teachers and mainly because of his affability. Musicaily he's of lesser stature than Morales, but he has a knack of ingratiating himself with partons. During the past year or so Campo emerged as a name in Latin circles and his pulling power is

Campo emerged as a name in Latin circles and his pulling power is known.

Rhumbands are the China Doll's chief lure for the late trade. Aside from Campo, the music is by Jose Curbello, who supplies superior danceable tune, and backs, the show ädertly.

The all-Oriental floorshow gets its quota for the early dinner trade. The production is okay. The girls have an imaginative and well-executed magic number which warms up the house. Two of the acts, Jadine and Jackie Mei Ling and the Wong Sisters, are in the new act category with the list of standards topped by the Kanazawa trio, one of the better risley turns. Florence Ahn does a pleasant mixture of pops and semi-classics,

Swiss Chalet, Chi (BISMARCK HOTEL)

Chicago, May 12.
Cass Franklin & Monica Moor
Toni Gauer, Johnny Brewer Or.
(6); \$2 minimum, \$1.05 cover.

Informal atmosphere of room lures heavy dinner trade. Set-up is perfect for Cass Franklin and Monica Moore, one of the more polished song teams. Adept vocaling of love songs, show tunes and novelties click with payees.

Opener's a skillful medley of frving Berlin tunes. Novel twists to "Anything You Can Do. I Can Do Better" and "Pussy-Cat Song" garners chuckles and plaudits.

Yodeler Toni Gauer blends with motif of room, singing in German and playing a "schwizerorgeli,"

and playing a schwizerorgeli, old-type Swiss accordion. Engaging explanations and colorful costume adds to stint. Johnny Brewer orch handles dance sets capably, plus neat bit of showbacking.

Sundown Club. Phoenix

Phoenix, May 11.
George Arnold's "Rhythm On Icc," with Arnold, Bounic Shelley, Phil Richards, Karen Laue, Ann Purdy, Janice Moore, Jane Anthony, Bruce MacCallister; Don Kaye Orch (7): \$1.50 cover, no minimum.

"Rhythm On Ice" is the first ice show to play a Phoenix nitery and is being kudosed as something of a novelty sensation for the cactus clime. Fact that it's also serving as a strong magnet, augurs well for future ice bookings hereabouts, with at least one other local bistro shaping plans for a blade extravaganza.

shaping plans for a blade extravaganza.

"Rhythm" is good, standard entertainment and incorporates 35 minutes of fast action. There's a sufficiency of lively blade work and a nice variety of turns, with individual acts coming in for able presentation. Sole weakness is its paucity of comedy talent, but rates high in other departments.

George Arnold is standout of show, doing nimble legwork in

show.

Unit Reviews

Royal American Shows

Memphis, May 11.
Starring Gypsy Rose Lee. with Bill
Tazer. Boyd Bennett. The Beaucaires.
larissa Clarmont. 4 Reasons. Brandy
ryant. Royal American line (8): produced
nd directed by Edward Lynch: \$1 top.

Gypsy Rose Lee's current tour, headlining Carl J. Sedhmayr's Royal American Shows, which teed off here this week 9t at the annual Memphis Cotton Carnival shindig, disclosed a couple of glaring show fluffs to the natives—(1) not enough of the stripper and (2) a rather abbreviated production. She made two appearances, totaling 25 minutes—and both were of the hustic-bustle nature.

After the musical kickoff by the Four Reasons combo and a line number by eight fairly good lookers, she turns back the pages for "Gypsy's Scrap Book," in handling her patter well and briefly—very briefly—into a fast strip and off. There's no denying that Miss Lee can master the monolog circuit in tune with her strip specialty but the audience were just warming up to the latter, but then came the abrupt exit.

The buildup for her finale is a production umbrelia number backed by the line and seques into "Fairy Godmother." An exquisite silver sequins jewel gown, which was blurbed to weigh 97 pounds and made of 1,100,377 rhinestones (so says the billing) is the production highlight. The stint, again sans strip, sends her off to lukewarm applause.

Following the Four Reasons opener, the Beaucaires contrib a neat concedy acrobatic routine in several spots during show. Boyd Bennett ercorner.

opener, the Beducanes countries neat comedy acrobatic routine in several spots during show. Boyd Bennett, crooner, scores with the Bennett, crooner, scores with the bobbysox brigade with neat rendi-tion of "No Rambling Rose" and "Powder Your Face with Suntion of "No Rambing Rose and "Powder Your Face with Sun-shine." Bill Frazer, comic doing a trumpet takeoff on Harry James and Clyde McCoy, held his own and Clarissa Clarmont registers with a dance specialty. Duke Wil-son is the outside barker. Biz was good at \$1. 'Harlem in Havana'

good at \$1.

"Harlem in Havana"
Leon Claxton's "Harlem in Havana" includes George Gould, Sherley Bates, Willie (Toots) Sweet, Gwendlyn Bates, Chubby Kantz, Leon Claxton's Orch and a line of eight.

Although Sedlmayr's Royal American Shows blurbs Gypsy Rose Lee, Claxton's fast-paced and snappy "Harlem in Havana" production walks off with top honors with the natives. Claxton, who knows his way around the boards, has packaged a terrif show that should wow 'em everywhere. A well-trained precision style line of eight brown lookers are nifty and click in three fast routines. Gould, headliner, is a show-stopper with "Stout Hearted Men" and "Ole Man River." Gould dramatizes the song situation as he directs at-

tention to the Mississippi banks where the RAS is located during

where the RAS is located during this week's run.

Willie (Toots) Sweet holds 'em also with his Bert Williams comedy routine, while Bunker Edmund is another showstopper with a well-packaged song-comedy routine. Sherley Bates leads in a terrif jungle number and Chubby Kantz scores with blues delivery. Gwendiyn Bates. Leon Claxton's wife carns beaucoup applause with comedy dance specialty. At 60c this 40-minute tab is good value.

Hamid-Morton Circus (ARENA, NEW HAVEN)

New Haven, May 14

Hamid-Morton indoor trick, only circus to play hereabouts in recent years following the Hartford holocaust, hit town for a week's run at the Arena, under sponsor-ship of the local Junior Chamber of Commerce. Show is socko but it failed to draw the attendance it deserved. Talent is practically

it failed to draw the attendance it deserved. Talent is practically a complete reversal from last year, including stunts not seen previously in these parts.

Joe Basile Band gets things going pronto with a fast musical into leading into the Aerial Royals comedy high bar act which is a strong opener. Dick Clemens follows with his cats to a good reception then the Loof Trio comes through with a novelty act, working on an aerial anchor.

a novelty act, working on an aerial anchor.

Clowns are in end rings while Gauthler's Steeplechase holds down center with a crack dog and pony act that scores heavily. Hollywood Aerial Bailet Girls (6) provide background for Miss Francine, featured in a cloudswing. Due at this point is Athos, one-finger balancer but he was out of lineup due to injuries received at the matinee. Hip Raymond's midget auto bit is next, then Sheridan Bros. take over in a combo wire act topped with impressive steel ball balancing. Johnny Welde's Bears, clowns, and Pickard's Sea Lions share the sawdust next. dust next.

Pickard's Sea Lions share the saw-dust next.

After an atomic hair-raising bit by joeys, Linon cracks through with an ace comedy rope-walking turn, giving way to the Norbertys, two men and a femme working a ladder-like a erial contraption. Coopers Liberty Horses get a nice hand, clowns do a camera bit, Caifornia Aerial Ballet features Miss Conchita's iron jaw routine, then clowns are back for a barber shop siapstick skit.

Five Eriksons put on a flashy muscie grinding exhib, then Robinson's Elephants furnish buil portion of the bill. Flying Romas (3) score solidly with their aerial turns and blindfold passes ond Miss Volante closes the bill with her exciting leap to a breakaway trapeze.

Bone.

Top Hat' Hat" routine and in dual with Phil Richards, He's also

spot with Phil Richards. He's also a gay blade in openning number, but finale cowboy bit is inept and could be scissored.

Richards slines well in solo spots and when teamed with Bonnie Shelly in "Beguine" number. Latter is a looker, scoring particularly in her Hawaiian routine. Karen Lane and Janice Moore also come off well in specialties, and join with Ann Purdy and Jane Anthony in line rotations. Four-girl unit is tagged "Ice Cubettes," with one of the cubes being frozen on the sidelines opening show because of injuries. injuries.

of injuries.

Cast, incidentally, went through several unscheduled prattfalls first couple of shows when ice coils acted up. Narrow confines of unfamiliar floor, as well as duli blades, also served as hazards, but contretemps were taken in stride and skaters seemed to be having a good time. If anything there was a bit too much joviality, but audience liked every minute of it. Place was packed at supper show.

Joua.

Slapsy Maxie's, L. A.

Los Angeles, May 9.
Pal'Mere Brandeaux production of burlesque reune in two acts.
Stars Robert Alda; features Bobby Morris, Hal March, Decault, Marcia Rene, Jack Powers, 4 Karells, Slapsy's Siren's (8). Royer Raye orch (7): \$1.20 admission, no minimum. mum

once made the wheels a profitable enterprise is the stripping—and that's not of a calibre to please the type of nitery spender to whom Slapsy's is trying to ap-peel. Sadly lacking is a heargwant coming the Slapsy's is trying to ap-peel. Sadly lacking is a baggypants comic who could inject the needed zing. Present blackouts, with Robert Alda playing straightman and occasionally emeeing for Bobby Morris and Hal March, are weak and overlong. Strips, more or less routine, are handled by Marcia Rone and Deenah, latter drawing the greater plaudits. Acro-dance turn, the Four Karells, and singer Jack Powers round out the bill with an above-average line of eight lookers.

Frankiy an experiment, the lay-out got off to a slow start. Revisions one got off to a slow start. Revisions are underway, and with general tightening and sharpening, both of material and presentation, this might be the answer to boxflice blues.

Marx, Bing, Day Continued from page 1;

filling the Sunday 9:30 period has

Allen-Crosby's Swap

yet to be determined.

Allen-Crosby's Swap
Bing Crosby, currently in New
York (he's participating in the
Goodall golf tourney at New Rochelle), has worked out an exchange deal with Fred Allen. In
return for Crosby doing a guest
shot on Allen's Sunday night Ford,
program, Allen has agreed to cut
some records for the Groaner's
daytime Minute Maid stanza on
CBS.

Crosby goes on the Allen broadcast May 29. He finished taping his ABC Phileo programs on the Coast before planing east last week.

New Acts

SIMONE DOLPHIN Songs, Comedy 16 Mins. Viennese Lantern, N. Y.

Viennese Lantern, N. Y.
Proper routining and grooming could establish diminutive, blonde Simone Dolphin as stellar material. She has an obviously well-trained coloratura and a cute Continental comedy manner. Recently here from her native France, she leans towards French numbers, having a gamin quality that establishes her fast. In fact, she suggests more than casual background, being far more polished than would be indicated by a booking at a modestly budgeted spot such as this. Also does numbers in English a...d announces in the iatter tongue.
While Miss Dolphin has consider-

nounces in the latter tongue.
While Miss Dolphin has considerable personality and a piquant charm, she must pace her numbers better and use a little more thought in her gowning. She shouldn't, for instance, wear gowns that leave her arms and shoulders bare.

her arms and shoulders bare. Miss Dolphin reveals experience, breath control and excellent phrasing on an operatic aria, the French tunes "Clopin Clopant," "La Vie en Rose"), and with this all shigets an impishness that is definitely part of her charm. With the right buildup, she can be developed for the class spots. Kahn.

BILL BURNS & HIS BIRDS 15 Mins. Glass Hat, N. Y.

Glass Hat, N. Y.

This is an amusing novelty stated for a solid reception in any spot designed to keep the customers within a closeup range of vision. This includes video. Bill Burns has trained his assortment of miniature birds to a fine edge and tops off their tricks with a running line of gag-speckled chatter. Fast pacing of the stunts and Burns' amiable style combine for sustained eye-catching entertainment values.

A dozen educated axis measur-

sustained eye-catening emercaniment values.

A dozen educated avis, measuring about four inches apiece, show their stuff on toy ferris wheels, railroad trains and other erectorset models. Birds generally respond snappily to Burns' directions and when they don't, the situation is saved by a bright comment. For an intimate touch, Burns brings his covey to the ringside table on a wand to run through some fancy spinning stunts. Act is climaxed by the birds traveling through a flaming hoop which almost turns them into roast squab. A comely femme, Irene, helps out in the background.

NOBLE & KING Songs, Piano 20 Mins. Glass Hat, N. Y.

Glass Hat, N. Y.

Noble & King, who've been around for some 10 years, are a topnotch musical duo with a wide and varied repertory. Equipped with superb voices blended via intricate but lucid harmonies, team projects their numbers with an impressive dramatic quality, heightened by appropriate mood lighting. Noble works his baritone from behind a center-of-stage piano with Miss King carrying the dominant vocal melodies. Eddie Stone's orch, incidentally, does a fine job of backing up with soft instrumentation at the Belmont Plaza's Glass Hat.

Duo opens with a clever novelty

Duo opens with a clever novelty number in which they do impres-sions of w. k. song stylists. Other selections range from sophisticated ballads through hillhilly tunes to selections range from sophisticated ballads through hillhilly tunes to ballads through hillhilly tunes to spirituals, all rendered with skii and feeling. "The Little White Donkey." an original composition by Noble, is weak, however, and could be eliminated with profit.

Herm.

MURVYN VYE Songs 16 Mins.

Penthouse Club, N. Y.

Penthouse Club, N. Y.

Murvyn Vye, who's appeared in Broad way musicomedy ("Okiahomai". "Carouse!") in important parts, has ititle to offer the supper clubs. With a bass voice that lacks shading, proper phrasing and breath control. Vye's assets include an imposing physique and a fairly easy manner at the mike.

It's understandable that he could fit into a musical comedy, in a

It's understandable that he could fit into a musical comedy, in a heavy part which he did in both "Oklahoma!" and "Carousel"), but that would be because the acting is the major force behind his performance. But now as a straight singer, without a production behind him, tye has distinct limitations. Otherwise, this bill also comprises the attractive Gigi Durston, with her standard, pop-singing, Kurl Maier, filling the lulls at the plano with an unusually wide repertoire of Continental and American meiodies, is still the spot's prime asset. Kahn.

LOTTIE ELWEN

LOTTIE ELWEN
Songs
15 Mins.
Viennese Lantern, N. Y.
Lottie Elwen is an attractive, young brunet, a Viennese' who sings Continental melodies, mostly in the Austrian-German idom. Also speaks and sings in English, with only a slight accent, having a wide repertoire of numbers.
Does German and Austrian folk and rhythm songs nicely, but that husiness with the piano player sometimes is a little too cozy and closes the discipline that a performer must have on a floor. And she shouldn't try to heckle an audience heckler, especially one downing plenty of lager at the bar; that can be disastrous, obviously.
For the semili grouts that dot the

downing plenty of lager at the bar; that can be disastrous, obviously.

For the small spots that dot the refugee colony in the east 80s and upper westside Manhattan, Misse Elwen Is a pleasant personality who knows how to sing the melodies to stir the sentiment and nostalgia of Alt Wien.

Kahu.

DELORES MARTIN

DELORES MARTIN
Songs
15 Mins.
Cafe Society, N. Y.
Brought in as a replacement for
the Golden Gate Quartet, who had
to leave after the first week of a
scheduled four-week engagement.
Delores Martin has polished her
act with a savoir-faire developed
through numerous cafe engagements in the past few years.
Though around for a long time,
Negro songstress, who sang "Necessity" in the Broadway production
of "Finian's Rainbow," is making
her bow in VARIETY New Act files.
Accompanied by her pianist-husband, Dave Martin, singer renders
some neat interpretations of "Low." A
saucy specialty, "Find 'Em, Fooi
'Em, Forget 'Em," is an added lift
to Miss Martin's repertoire.

LITTLE MISS CORNSHUCKS

Songs
10 Mins.
Apollo, N. Y.
Negro chirp of hillibilly genre
has a know-how flair for comedy
that should set her in family vauders and saloon circuit spots not
catering to a sophisticated clientele. Her outlandish garb, airconditioned chapeau and other
trappings gets howls from walkon.

on.

Husky-voiced serio-comic versions of "Funny That Way." "In the Rain." "Cornshucks Blues" and "So Long" are adeptly handled to win her a near-showstop here. Less mugging and more varied gesturing, which at times becomes repetitiously monotonous, would give keener edge to her act.

Edba.

LEONARD FABIAN Songs 8 Mins.

8 Mins.
Cafe James, N. Y.
Leonard Fabian has a specialty
worth developing. He takes standard tunes and delivers them in
styles as they would be done by
singers of various nationalities. He
makes an impression as a pashy
chanteur, an oom-pah-pah German
singer and as a Yiddish dialect
singer might do it. It's a sound
novelly idea.

novelty idea.

Fabian has still to master his comedy projection. The laughs that do come are based essentially on the conception of the idea and Fabian does little to embellish the humor with his delivery. Jose.

JOAN FIELDS

JOAN FIELDS
Dance
10 Mins.
Glass Hat, N. Y.
Joan Fields' hoofing routine is
too limited to carry her as a single.
A flashy looker with trim lines, she
executes her taps smoothly but the
lack of variation in the stepping
makes her turn seem too long.
Her stock of terps consists of
afast twirl and a bailet leap. She
overworks these tricks both in the
Latin-American and boogle-woogle
numbers, making them look very
much alike. A couple of new
twists, interpolated among the
present neatly performed routines,
would give Miss Fields a big lift.

Herm.

WONG SISTERS (2)
Acro-Dance
8 Mins.
China Boil, N. Y.
The Wongs are a pair of cute
Chinese teensters who seem fitted
for most visual media. They mix
dancing and acro work in proper
proportions to achieve an applausewinning session. Energetic twosome does okay hand-to-hand work,
body balancing and some interesting spins.
There are some sections of their
dance work which could stand

some editing to provide greater punch, but defect is comparatively minor in comparison to other attainments.

Jose.

JADINE & JACKIE MEI LING

Ballroom
11 Mins.
China Doll, N. Y.
Jadine and Jackie Mei Ling, a good-looking Oriental ballroom team, qualify for cafe work at this point in their development. Their routines are varied and interesting, but unfortunately their work resembles that of many other teams.
Duo have some pleasing ballroom designs punctuated with lifts and spins. Their Latin work is especially good, but their slower numbers need further coloring.

Jose.

LAURETTE FOSTER

LAURETTE FOSTER
Songs
9 Mins.
Cafe James, N. Y.
Laurette Foster has a good mixture of pops and sophisticated numbers that makes her a good selection for intimeries. She's a looker with good stage demeanor.
Miss Foster's voice appears to better equipped for ballads. Her range from mezzo to contratto has a warm texture and indications are that she'd add to her stature by concentrating on that type tune.

Jose.

EVELYN ELLIS Songs 8 Mins.

8 Mins.
Cafe James, N. Y.
Evelyn Ellis, a tallish looker, is okay for cafe work and production numbers in the larger spots.
She projects well and is generally careful in her song selections, concentrating mainly on standards.
She is also well-garbed.
Unfortunately, there's a paucity of individual interpretation and consequently little to differentiate her from the general run of competent singers.

Jose.

Stores Sell Tix

_ Conlinued from page 1 =

operation with the managements involved.

The saie at Swern's will start May 30, with tickets for all performances the week of June 6-11. For the trial period, 10 orchestra and 10 balcony seats per performance including matiness) per show ance (including matinees) per show ance (including matinees) per show will be available. Purchasers at the store will receive orders on the boxoffice, with the actual tickets held at the boxoffice, ear-marked for reservation on notice from the store. Patrons will pay for the tickets at the store. Orders will be phoned or wired to a cen-

from the store. Patrons will pay for the tickets at the store. Orders will be phoned or wired to a central agency in New York before noon each day.

An ad announcing the service will be placed in the Trenton Times early next week, with the cost shared by the shows involved. In addition, Swern's will plug the service in its daily full-page ads in the same paper.

Cooperating in the plan for the initial week's trial are the managements of "Mister Roberts," at the Alvin; "Goodbye, My Fancy," at the Fulton: "Anne of the Thousand Days," at the Shubert; "Detective Story," at the Hudson; "Streetcar Named Desire," at the Barrymore, and "Madwoman of Chaillot," at the Belasco. For the moment, musical shows are not included in the project. Idea is understood to have been conceived by William Fields, pressagent for "Anne" and "Fancy," and worked out by him and the managers of the shows involved.

McBride Anni

Continued from page 1 =

women who will serve as hostesses. Arrangements are being made for special subway trains to bring housewives to the ballpark. Estella Karn. Miss McBride's manager, has lined up an array of celebs for the affair, including Gen. Omar Bradley. Mrs. Eleanor Roosevelt. Fred Waving and his Glee Club. John Golden, Eddie Dowling, Arthur Miller, Lawrence Tibett. Morton Downey, Jane Pickens. Olsen and Johnson, Mary Martin, Helen Hayes, Walter White, Morris L. Ernst, three Smiths (Bob. Morris L. Ernst, three Smiths (Bob, Red and H. Allen) and Miss Mc-Bride's first guest, Incz Hayes Ir-

Bride's first guest, Incz Hayes Irwin.

All commercials are being deleted from the program for the
day. In addition, WNBC is reportedly paying \$10,000 to rent the
stadium. Units of the Red Cross,
several thousand strong, will form
a Red Cross flag as part of the
ceremonies.

VARIETY BILLS

Numerals in connection with bills below indicate opening day of show whether full or sullt week Letter in parentheses indicates circuit: (1) Independent; (L) Lucw; (M) Moss (P) Paramount; (R) RKO; (S) Stoll; (W) Warner; (WR) Walter Reade

NEW YORK CITY Capitol (L) 19 Glen Gray Ore Jackie Miles Lane Bros Gracie Barria

BAYONNE
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Cabaret Bills

NEW YORK CITY

Bagatelle Dorothy Ross Richard X. Carler Jack Corlies

Jack Corbes

Bile Angel
Bill Lawrence
Louise Howard
Josephine Premice
Herman Chittison
Rose Murphy

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Machite

Hotel Edison Ore Henry Jerome Ore Note Brandwynne Ore Johnny Flannagan Mona McDomald Alleen Graff Elouise Christiana Barbara Frazier Bruce Mapos Jr Tony Bavaar Michael Meehan Bill Knapp Mefan Pierre Christy Winding

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Bill Knapp.

Metön Pierre
Eric Thorson
Sujata & Asoka
Stanley Melba Gre
Ralph Lane Gre
Ralph Lane Gre
Mark Monte Orc
Payson Re Orc
Necola Matthework
Lawrence Welk Gre
Lawrence Welk Gre
Hotel St Reujs
Julie Wilson
Lawrin & Pepito
Motel Statler
Eddy Howard Gre
Hotel Statler
Eddy Howard Gre
Hotel Taff
Vincent Lopez Orc
Latin Guerter
Edwards & Diane
Phyllis Claire
Penny Caldwell
Art Waner O
B Harlow Ore
Le Cog Reuge
Oscar Calvet Orc
Je Rushan Blev
Bib Otterwald
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Kirkwood &
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June Christy
Kai Winding
Cafe James
Geo DeWitt
Laurette Foster
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Cafe Society
Irwin Corey
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Mel Ling
Puni Campo Orc
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M Durso Ore
Alvates Ore
Billy Banks
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Goodman
Kitty Crawford
Norman Paris 3
Julius Monta
Leon & Eddle's
Eddle Davis
Marion Powers

Julius Monk
Leon & Eedle's
Eddle Davis
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Grav & Hess
Frances White
Angle Bond Tria
Angle Bond Tria
Angle Bond Tria
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Fletcher & Sheidy
Hildeay
Halliday
Hazel Webster
Harold Fonville
Old Knick
Jery Bergen
Eyelyn Ward
Walter Klavus
Nancy Hanks
Clara Cedrone
On page 55:

Dick Haymes, Dick Buckley,
Three Rockets, Arnold Shoda, Six
Strings & Their Bous, Rory Skating Blades & Belles (8), Gae Foster Roxyettes & Escorts (16), Paul
Ash house orch; "Forbidden
Sirset" (20th), reviewed in VaRIETY March 9, 1949, under title
"Britannia Mews."

Dick Haymes, who has become something of a regular at 20th-Fox's Broadway showcase, is back again this stanza for his second visit in less than a year. The personable warbler clicks as usual with a medley of pops and winds up to good effect with "Old Man River." He makes no effort at befor any thing but a singer not essentially the singer potential. River." He makes no effort at being anything but a singer, not even giving much in the way of introductions to his numbers. He just does his tunes and he's off. It's oke with the bobbysoxers, among whom he has a respectable following, but some of the older trade may wonder how Haymes differs from all other singers. A little more showmanship surrounding his presentation might help that.

Dick Buckley has a highly unusual novelly turn, but it isn't certain that he milks the maximum out of it. He gets three fellows

tain that he milks the maximum out of it. He gets three fellows and a gal out of the avdience, sits them in a row and assigns each of them a "voice." When they hear a voice." When they hear that 'voice' they are instructed to move their mouths as though talking. He stands behind them and does the actual articulation. The 'voices' are those of characters from "Andy." While 'routine generator. from "Amos n Amoy.
routine generates considerable interest on its novelty, one fault lies in the material that in the material that ths. It could be much bewise, he goes too in weakness in Buckley mouths. strong on his peculiar mannerisms of speech and zips through the whole routine in a rather perfunc-

Three Rockets are a sock trio of male Negro terpers. Their specialty is a trick of getting right behind each other and doing their steps

each other and doing their steps in close-order precision.
Featured on the Roxy's ice this assion is Arnold Shoda, a whiz at apins, and the other usual blade maneuvers, which he performs with grace and dispatch. He's supported by the house ice line of four boys and four gals.
Frost frolic is done in a Humarian moif, as is the work of the

Frost frolic is uone and garian motif, as is the work of the Roxyettes, who precede it. Aside from nicely colorful costumes, this permits backing of both portions of the show by Six Strings and Their Bows, a bevy of femme fiders. Paul Ash, as usual, handles the nit orch.

Olympia, Miami

Miami, May 13.
Jan Murray, Freddie Stewart,
Panl Rich, Rolly & Bonnie Pickert,
McFarland & Brown, Freddie Carlone Honse Orch; "My Dream Is House C

Lineup current is one of the best in recent weeks, thanks to topliner Jan Murray; supporting co-feature. Freddie Stewart and stout support-Murray, departing from ing acts. Murray, departing from the usual topper's sacrosanct encees, as well as working in own spot to tie things together into spot to tie to solid building.

buildups on the introes are His buildups on the introes are smooth and effective, leading to his own spot, wherein his slick personality and delivery sets him for top returns. He works smoothly, adding gorgeous femme for repartee, which adds up to plenty

ly, adding gunsely repartee, which adds up to pienty larghs and begoff.
Freeddie Stewart is a personable youngster who clicks via songs and amiable delivery. Pops are delivered authoritatively, with the patrons going for his soothing tenoring.

g. Runner up in plaudits is Paul ch, whose harmonica stint sets th. Interspersed comedy gab adds value

ds value.
Terpers Rollie and Bonnie Picki in tap, ballet, jitterbug routines
for healthy returns. Acro work
McFarland and Brown has nifty of McFarland and Brown nas a twists and control work that applause. Freddie Carlone's how okav. La

Capitol, Wash.

Wash. Wash. Washington, May 13.

Jack E. Leonord, the Chords (3)

Martez & Lucia, Bill Norvas & Unstants (5); "Barkleys of Broadway (M.G.).

ance. He's a finished trouper, thoroughly at home on stage, but routine is a bit frayed, and more could be done with his pipes.

Showstoppers are the Chords, trio of male vocalists who do convincing compressions of the better known bands. Go right down the line—Wayne King, Xavier Cugat, Guy Lombardo, and bow off to smash finish with their Spike Jones number.

Martez & Lucia pace show with an acro routine along Latin lines,

Martez & Lucia pace show with an acro routine along Latin lines, highlight of which is femme partner's wiggles and looks, which garner so many whistles and wolf calls that technique never rears its superfluous head in this one. Bill Norvas & Upstarts, youthful harmonizers, have fun with a jive routine that builds to a jam session. Five youngsters two gals and two tine that bullons to a jain session. Five youngsters, two gals and two boys in line led by Norvas, have some novel numbers and plenty enthusiasm. They're still on the callow side, with too much accent on novelty and too little to the musical side of the act. Lowe.

Capitol, N. Y.

Glen Gray's Orch, with Julie O'Brien, "Fats" Daniels; Laue Bros., Gracie Barrie, Jackie Miles, "The Sun Comes Up" (Metro, reviewed in Variety Jan. 5, '49.

A saleable combo of music, vo-cals and comedy run hand in hand with the Cap's new film, "The Sun Comes Up." It forms a pleasant stage interlude for good audience reaction.

Glen Gray's orchestra, playing its first date on Broadway in over a year (he was out of action), backs things smoothly and shows up well on own. New band i band is com posed of six brass, five sax, three rhythm and a femme accordionist, Julie O'Brlen, a cute touch to the picture. Gray crew opens with subtle jump arrangement of "No Name Jive," comes through with a fine writing of "Clafre de Lune" later, and still later sets "Fats" Daniels at the mike to lead a jumpy piece called "Blues Rhapsody," In between Miss O'Brlen tickles her wind blues rich and still later sets "fats" between Miss O'Brlen tickles her wind blues rich and a still later sets "Fats" between Miss O'Brlen tickles her wind blues rich and set of the set o In between, Miss O'Brie her wind-blown piano on tickles standard melody

standard melody.

Lane Bros., acro turn which features rope-skipping from the most unusual positions, gets the vade turns underway. Their routine is smart, but they could ditch that comy between tricks chatter or get material.

some new material. Gracie Barrie gives the show its sharpest appeal, despite that her turn is top-heavy with "material" tunes. Her performance is polished, her timing so on the button that it's a pleasure to watch her work. She gets solid reaction from the customers. Opens with a parody on "Are You Havin 'Any Fun." the lyries applicable to current ody on "Are You Havin' Any Fun," the lyries applicable to current conditions. Then it's "Sunday Kind of Love" with special lyries full of belly-laughs; "Pappy Gave His Shotgin Away." and "Give Me New York." That's a little too much; a current show tune or something could break it up. Nevertheless, she scores solidly.

she scores solidly.

Jackie Miles closes show underplayed gags, a combination of old and new material, also scores neatly. His best applause-getter is the Gene Autry routine he's been doing for some time.

Chicago Theatre. Chl Chicago, May 13.

Gisell & Francois Szonyi. Golden Gate Quartet, Gil Lamb, Frances Langford & Jon Hall, Louis Basil Orch: "Mr. Beleedere Goes to Col-Orch: "Mr.

Nate Platt has built a solid vaude package to back Cliffon Webb film, "Mr. Belvedere," with combination pulling heavy at the box-office.
Gisselle & Francois Szonyi, ballet terpers, garner heavy applainse, especially with their speedy toe lwirls and clever spins, Lad takes to the piano for "All the Things You Are" and then pair go into fancy jitterbug on toes for solid getaway.

tancy jitterbug on toes for solid getaway.
Golden Gate Quartet. Negro recording group, impress with "Little Brown Jug." swing version of "Again" and really cook on "Shadrack" and "Old Man River."
Gil Lamb. comedian, contribs a sharp satire on "Little Jack Horner" as it might be done by Vincent Youmans. Cole Porter, a Russian composer, and a disciple of bebop. Ilis bit on radio commercials is weaker than rest of his material, but for potent finish he does his harmonica bit.

Anything goes here this session with a surefire film jamming house with enthusiastic customers. Led by hordes of school groups the fouring town, every act got spendid attention at show caught, though general level was less than sork. Like Good Day" and follows with Jack E. Leonard, rotund comic and headliner, gets the most out the shoulder gown, opens with of a hodge-podge of material, bose sike his hefty avoirdupois. He sings, ster, who engages in chit-challed the terps, does a few limitations, and gets returns by dint of appear.

Oumans, Core Forter, a Russian connoner, a Russian connoner, and a disciple of bebop. It is a disciple of bebop. It is blit on radio commercials is but for potent finish he does his harmonica bit.

Frances Langford, nifty in green off-the-shoulder gown, opens with Jack E. Leonard, rotund comic and headliner, gets the most out the shoulder gown, opens with blief and bring on hubby Jon Hall, film the terps, does a few limitations, repartee, with both dueting "I leave the production of gagging and mugging.

Love Mike" for neat closer.

Zabe.

"Fun apoppin" with Olsen & Johnson, Marty Muy, Nirska, Glovita Gibert, Clark Bros. (21, Glorus Short, June Johnson, John Olsen, Wagna, Choraleers (12), Chorus (32), orchestra (12)

Music Hall, N. Y.

Leon Leonidoff production, with Myrtill & Pacaud, Alfredo Lnizzi, Jean Gibbons, Earl Lippy, Rolly Rolls, Evelyn Garay, Ladd Lyon, Corps de Ballet, Glee Club, Rock-ettes, Symphony Orch; "The Strat-ton Story" (M-G), reviewed in VA-RIETY April 20, '49.

The Music Hall is offsetting the The Music Hall is offsetting the simple. homey appeal of its current film. "The Stratton Story" (M-G), with a Jush, exotic stage spectacle, to make an effective contrast and good, all-round entertainment. Stageshow occasionally leans to the stodgy side, but on the whole is very satisfying stuff. Accent is on production numbers, settings and ensembles instead of solo spots, although a couple of the latter are highgrade.

Following a spirited rendition of

spots, although a couple of the latter are highgrade.
Following a spirited rendition of excerpts from Smetana's "The Bartered Bride." by the Music Nall Symphony Orch, under Alexander Smallens, stageshow opens simply with acro-dancers Myrtill and Pacaud in center stage, encased in gilt, doing their slick act, Pair find themselves on a rising platform, as the corps de ballet swarms about, lavishly costumed, in a vivid dance routine. Presentation themshifts to the Glee Club, first sentalking in a series of phone booths that become transformed into a bar. Club, sparked by Jean Gibbons and Earl Lippy, deliver "Hey, Good Lookin" " smartly.
Rolly Rolls is surefire with his

Good Lookin'" smartly.

Rolly Rolls is surefire with his pianistic bit, whether burlesquing the longhairs, doing his comedy impersonations, or playing his booimpersonations, or playing his boo-gie-woogle straight. Evelyn Garay sings "Don't Fence Me In" sweet-ly, and cowboy group with lariats sets stage for the boff balancing act of Ladd Lyon. Finale is a sumptuous tropical setting, with Jean Gibbons singing "Begin the Beguine" and entire company fil-ing the stage with color, music and dance.

and dance.

Impressive stunt, throughout the hour-long show, is the handling of the huge symph orchestra. Ensemble, after its overture stint, is dropped into the pit; then following the opening number is rolled up and onto the stage, and just before the finale, is rolled backstage and up again into a rearbalcony setup for a smart, overall production effect.

Bron.

Circle. Indpls.
Indianapolis, May 14.
Freddy Martin Orch., with Marilyn Maxwell, Gary Morton, Merve Griffin, Art Devaney, the Martin Men; "Duke of Chicago" (Rep).

Circle, which has been leaning Circle, which has been leaning heavily on variety acts to bolster its bandshows of late, swings back to almost straight musical bill with current stand of Freddy Martin combo. Only exception is comedian Gary Morton, and he plays trumpet. Program however, shapes up nicely within its limits and has added draw in "homecoming" of Marilyn Maxwell, who made her first name band appearance at this

first name band appearance at this house.

Martin's best seller is his production number. "History Book of Music," in which he salutes musical stylemakers from 1923 to now, highlighting greatest hits of Paul Whiteman. Ted Lewis, Fred Waring, etc. He also serves thick slice of his modernized classics, featuring smooth arrangements of "Tonlight We Love" and "Claire de Lune." Merve Griffin, band's singer, makes good impression in "Tenement Symphony" and "So Tired." Art Devaney's plan o sparkles in "Bumble Boogic" and others. Martin Men also are heard to advantage and introduce Miss Maxwell in chorus of "Humphrey Bogart Boogie."

to advantage and introduce Miss Maxwell in chorus of "Humphrey Bogart Boogie."

Songstress proves she's still at home in front of a band by socking over "A Little Bird Told Me," "Sunflower" and "A Good Man Is Hard to Find." She has a vivacious personality and style that gets attention. Her bop warbling gives the show change of pace. Morton scores with a variety of amusing nonsense, including an impresh of Dizzy Gillespie that's a how!

Chicago Stadium, Chi

Chicago, May 13. "Funzapoppin" nith Olsen & Johnson, Marty May, Nirska, Glo ria Gilbert, Clark Bros. 121, Gloria Short, June Johnson, John Olsen William Hayes, Frank Cook, Helen Magna, Choraleers (12), Chorns (22), orchestra (24), Musical direction, Jack Pieifler; choreography "Funzapoppin

spiders, snakes, and a cow keep falling from the flies. Comedians have produced a three-hour extravagana, which oftentimes becomes unwieldy and slow paced. With the trumming of most of the production numbers, all of which, with exception of ballet and "Wonderful World," seem oldhat, running time could be shortened and show better paced.

Featured in addition to the stars.

Featured in addition to the stars. Featured in addition to the stars, O&J, are the Clark Bros., sepia precision tap artists; Marty May, who sometimes goes blueish on his guips; Gloria Glibert, who gets hefty response for her terping; Frank Cook, who plays a harmonica and guitar simultaneously; Gloria Short in a snake dance, Helen Magana, tiny ballerina; William Hayes, production singer; Nirska, interpretative dancer, who gets sock applause for her twirling of silken wings.

Ole Olsen and Chic Johnson bur-lesque hoss oprys, baby-sitting, and aided by lush June Johnson and lanky J. C. Olsen, reprise other of their zany standards. One of the funnier bits is the rallroad barber-shop rib-tickler. Zabe,

Apollo, N. Y.

Jack LaRue (2), Joe Thomas
Band (12), Red Caps (6), Little
Miss Cornshucks, Dot & Sonny,
Spider Bruce & Co. (3); "Last of
Wild Horses" (SG).

For this session the Apollo deviates from standard formula in spotting an ofay turn in headline spot. However, remainder of the bill consists of colored band and acts. Mixture jells for a speedy stanza that keeps the payees laughing, whistling and applauding.

ling, whistling and applauding.

LaRue, film menace, wins appreciative reception in a reprise of an act he has been using over the years for spasmodic vaude appearances between pic assignments. Eschewing the usual Hollywood chit-chat, he brings on his sister Emily for sopranoing of "Sorrento" for nice pattycakes, and segues into his familiar "last mile" dramatic bit, which gives him plenty scope for thesping and a solid walkoff.

Jue Thomas hand starts out with

scope for thesping and a solid walkoff.

Joe Thomas band starts out with king-sized personnel for backing of the acts and later condenses to a smaller combo of seven for its own session. Smaller outfit comprises three rhythm, two saxes (including the maestro), trombone and trumpet. Their arrangements are solidly commercial and sold to the hilt. Standouts are "Tearin' Hair" and "Just Groovy."

Comedy slots are capably handled by Little Miss Cornshucks (New Acts), hillbilly songstress, who livens things plenty with her serio-comic workouts on ballads, and Spider Bruce & Co., house comics, in a rib on aviation that keeps em happy. Dot & Sonny, mixed team, get over nicely in their tapstering routines.

The Red Caps, instrumental and vocal quintet who share top billing with LaRue, also win loud appreciation with slick instrumentation and vocal harmonizing. Combo has three rhythms, clarry and guitar for accompaniment. They reprise most of their former disclicks in satisfying style, with "Danny Boy" and "Cow Cow Boogie" highlighting.

Casting Backers

Continued from page 1

closely as possible the accepted angel auditions. Setting will be the interior of a New York home, in which the legit casts will perform before a live audience. According to the producers, potential backers of some of the legiters will be invited to sit in with the studio audience or watch them on their home receivers.

Special emphasis is to be laid on missicals on the assumption they

Special emphasis is to be laid on musicals on the assumption they make for better TV fare. Among those slated for the video auditions are "Alive and Kicking," which hopes for a Broadway in October with Ray Golden producting and John Murray Anderson staging: "It Never Rains in Hollywood" reduced by Co. Co. staging; wood. produced by Gen Genov wood. produced by Gen Genovese and featuring Robert Douglas, June Forrest and Evelyn Brooks; "Shuffle Along," produced by Irv-ling Gaumont, with Pearl Bailey, Berry Bros and others, and "Head-in' for the Heavens," to be pro-duced by Handwick, Newton in' for the Heavens." to duced by Hardwick Nevins

'CANNONBALL' INJURED

Trenton, May 17.

Henry Dubois, "human cannon-ball" in a stunt act, was injured slightly last week when shot from a cannon at a carnival in Ewing Township.

Paramount, N. Y

Paramount, N. Y.
Vic Lombardo Orch, (13), with
Pat O'Connor; 4 Evans, Frank Fontaine, Pied Pipers (4)
Peter
Lorre; "Streets of Laredo"
reviewed in Variety Feb. 9, 49.

Overall, the new Paramount stageshow in combination with my combination with my compression. But, it could have been sharper with better routining and more attention to showmanship details.

sharper with better routining and more attention to showmanship details.

It gets underway at a fast pace with Vic Lombardo's commercially styled 13-piece orchestra and moves rather smartly until it runs\u00e4no the Pied Pipers, the major stumble of the 55-minute show, since they work next to closing, an important point. Pipers may or may not be responsible for the slow showing they make, with a routining that calls for a standard, two novelties, neither of which is outstanding, and finishing with another standard. There isn't a pop or a time they recorded and it makes for an unfinished symphony of vocaled melody. Their act could be much better; so could the gown June Hutton, femme member, wore when caught. Its blue-black tone does nothing for her.

Four Evans, standard vaude turn consisting of mother-father and aughter-son tapsters, lead off the turns. They go over as soildly as-always, but at show caught got very little help from Lombardo's men, who couldn't seem to keep tempo the turn needs.

Frank Fontaine, comic formerly with Vaughn Monroe's orch, fills the laugh spot. He can do a lot more than he does here; he tees off with vocal apings of Arthur Godfrey, Al Jolson, Bing Crosby, Frank Sinatra and a very amusing one of Monroe. But It isn't until he swings into his "sweepstakes winner" story that he rolls 'em. It's hilarious and sets him soildly.

Peter Lorre finishes with a fine bit of acting. He cranks up his turn with a few "gags" relative to his gruesome roles in plx and segues into Poe's "Tell Tale Heart," expertly done for soild returns.

turns.

Lombardo's band does a solidl satisfying job on its own. It alon creates the fast pace of the opening few minutes with smartly tail ing few minutes with smartly tail-ored arrangements and vocals of "Sweet Georgia Brown," "Ridera in the Sky," a particularly good piece, and Pat O'Connor doing "I Didn't Know the Gun Was Load-ed," with a trio of bandsmen help-ing, including the maestro. Group of tunes go over big. Midway, how-ever. Lombardo uses an arrange-ment of "Begin the Beguine." It does nothing for him or the cusment of "Begin the Beguine. it does nothing for him or the cus-tomers. To begin with it's too ambitious a melody for his band to tackle and it's played without spark. Other than that the band sells nicely. Wood.

Tivoli, S. F.

San Francisco, May 12.

Billie Holiday, Bobby Evans, Kennie Pierce, Miller Sisters, Ralph Williams House Orch (8); "Butch Minds the Baby" (RA) and "Hat Box Mystery" (SG).

Box Mystery" (GC).

Limehouse appeal affected by Billie Holiday, with its voodoo overtones, is rare fare for those who like their songs tartar-steak style, and Frisco, which has its own fogbound tenderloin tradition to nurture, is a ready-made victim for the spell that Miss Holiday weaves. The result is obvious, All songs offered ("I Love My Man," Lover," and "Take All of Me," plus encore, "I Cover the Water Front") are surefire. Handling herself almost with indifference (a less mallbag-like costume would add some welcome eye-value), the audience nevertheless responded big.

After a brief musical intro hy Ralph William's orch, bill opens with Miller Sisters, acrohatic dance dubbed "Modern Hawaiian Medley" to a nifty hand.

Kenny Pierce provides a sometimes clever, sometimes annoying melange of patter and minicry—the annoying part consisting of his tendency to fight the audience for applause. Pierce has enough on the ball to stand on his own without baiting customers, but wisceracking gets the best of his work. Good applause meted out to him, never-

bail to stand on his own without bailing customers, but wisccracking gets the best of his work. Good applause meted out to him, nevertheless, proving in this case audience had better judgment than performer.

former.
Clicking strongly is Bobby
Evans, whose smooth song and Evans, whose smooth song and dance, plus highly polished appearance, brought mucho salve. Plenty hep with his footwork and vocals, Evans offerings, particularly his dance specialty on tracing the Charleston, Suzy-Q, peckin, truckin and other Harlem dance noveltes, are showmanly stuff. Had to beg off.

Pathy Williams house orde 6888

beg off.
Ralph Williams house orch easy
on the ears.

Ted.

New B'way Producers Org Seen As Opposition to Mgrs. League, Shuberts

Formation of the new Broadway oducers' organization, the Com-ities of Theatrical Producers, is Gilbert Miller to Frisco,

Formation of the new Broadway producers' organization, the Committee of Theatrical Producers, is seen as an opposition move against the League of N. Y. Theatres and, basically, the Shuberts. Despite disclaimers by the members. that is the direction the group must take if it pursues its stated objectives. That is the way insiders in the trade size up the situation. Original idea in bringing together the initial members of the new outfit was to study possible means of lowering costs of theatre production and operation. And, at the bottom of most of the five announced goals of the organization, the aim is still reduction of costs. From the first, members of the group agreed that the biggest single item in all operating budgets is theatre rental. And since the Shuberts operate most theatres in New York and virtually all key houses on the road, it was Immediately apparent that primary efforts would inevitably boil down to pressure against the Shuberts. The fact that all members of the Committee of Theatrical Producers are members of the League of N. Y. Theatres, and four are on its board, is not considered particularly significant. For the present the CTP is trying to avoid an open split with the League, although a meeting of representatives of, the woorganizations, vesterday aftermoon (Tues.) was expected to prove

meeting of representatives of the two organizations yesterday afternoon (Tues.) was expected to produce friction. Uitimately, It's understood, those in the CTP intend
to withdraw from the League.

Some Opposition

Already some opposition to the
CTP is being expressed privately
among general managers; company
managers, treasurers and others.
One basis for complaint by managers is that the existence of the
CTP will put them in the middle
Continued on page 52)

Max Gordon Tax Trial Docketed for May 23 On 'Jr. Miss' Claims

Treasury Department tax claims against Max Gordon, in connection with his production of "Junior against Max Gordon, in connection with his production of "Junior Miss," are scheduled for trial in N. Y. federal tax court within the next couple of weeks. Case is on the docket for trial. May 23 and must be considered within two weeks from that date.

Government has ruled that Gordon's production of the Joseph

Government has ruled that Gordon's production of the Joseph Fleids-Jerome Chodorov comedy was financed as a corporation and ahould be subject to the higher tax rate applicable. The producer contends the show was done as a limited partnership and was thus not subject to the tax on corporate profits.

Randolph Paul and Adrian De-Wind are attorneys on the case for

ANNE JEFFREYS EAST TO PREP FOR ROAD 'KATE'

Hollywood, May 17.

Anne Jeffreys, who will star in the touring edition of "Kiss Me. Kate," goes east next week to start rehearsals under John C. Wilson's direction. She's been vacationing at her home here since playing a personal appearance date about a month ago at the Capitol, N. Y. Singer starred in "My Romance" on Broadway last winter.

Julie Wilson Slated
San Francisco, May 17.
Julie Wilson, who starts a 19-day
stint at the Mark Hopkins hotel
tonight (Tues.) heads east after out at the Mark Hopkins hotel tonight (Tues.) heads east after the engagement to begin rehearsals in New York for her featured role in the nationat company of "Kiss Me Kate." Troupe opens in Los Angeles July 11 as part of the Los Angeles Civic Light Opera Assn. season, then comes here before heading toward Chicago.

During the Los Angeles stand. Miss Wilson will double at the Mocambo. Sunset Strip nitery, where she got her singing start less than a year ago.

Vivian Blaine for Venus Hollywood, May 17. Vivian Blaine has been booked by the William Morris office to play the lead in "One Touch of Venus" at Arkansas State Fair in June,

Then to London May 27

Then to London May 27
Gilbert Miller ieft Friday (13)
on a 10-day Coast trip, during
which he'll stop off in San Francisco to advise members of the
theatre association on their organizing and fund campaign to establish a local stock company.
He plans to sail May 27 for
London, where he'll spend the
summer, with occasional trips to
the Continent.

Non-Seg Policy In Balto Sought; **Booking Battle?**

Adoption of a non-segregation policy by the management of the Maryland theatre, Baltimore, may precipitate a battle over legit bookings there. Actors Equity and the Dramatists Guild have already been asked to support the Maryland's efforts to get touring shows. Meanwhile, the UBO-booked Ford's theatre there continues its "Jimcrow" policy. There have been no interracial "incidents" among mixed audiences at the Maryland.

Matter of possible Equity action

audiences at the Maryiand.

Matter of possible Equity action on the issue was discussed yesterday (Tues.) at the regular weekly meeting of the union's council. Although there was no final decision, sentiment on the council was reportedly favorable about making some move toward helping the Maryland management. However, there's a question how far the union can go under its contract with the League of N. Y. Theatres.

The Baltimore situation does not

with the League of N. Y. Theatres.

The Baltimore situation does not come within scope of the pledge signed about two years ago by most of the leading playwrights, to the effect that, subject to contracts in existence at that time, they would not permit their shows to play the National theatre, Washington, as long as it continued its policy of racial segregation. However, several signers of that pledge have indicated a willingness to have it exeral signers of that pleage have in-dicated a willingness to have it ex-tended to cover Baltimore, now that a non-segregation house is available there. Others are re-putedly refusing to have their shows play Ford's.

putedly refusing to have their shows play Ford's.

Letters to Equity and the Dramatists Guild were from Baltimore representatives of the National Assn. for the Advancement of Colored People, the Baltimore Inter-Racial Fellowship Youth, the Anti-Defamation League, the Council of Jewish Women and other local organizations. They noted that although picketing has curtailed grosses to some extent at Ford's in recent months, "Anna Lucasta" business has been much better since the lifting of the segregation policy at the Maryland.

Various managements are being contacted directly to book their productions into the Maryland. One show being sought is "Finian's Rainbow," currently touring the midwest but with unbooked time in the late summer. Particularly because of its racial equality theme, the musical is figured a natural for the unsegregated buse.

'Carmen Jones' to End L. A. Park Season

L. A. Park Season
Hollywood, May 17.

"Carmen Jones," opening Aug.
29 and playing two weeks, winds
Gene Mann's fourth summer season
at the Griffith Park Greek theatre.
Mann is seeking the original cast
of Billy Rose's production of the
musical. Season kicks off July 4
with "Show Boat."

Other shows, running two weeks
apiece, are "Annie Get Your Gun,"
starring Gertrude Niesen, "Girl
Crazy" and "New Moon." Edward
Revaux will direct. Frank Tours
and Jaye Rubinoff will direct the
orchestra. Richard Jackson designed the sets. Last year the
Greek theatre grossed \$388,000 for
10 weeks, finaling with "The Student Prince," which set a new
house record of \$100,000 for two
weeks.

Prefab Aluminum Sets

Northampton, Mass., May 17.
A new technique in scenery production, aluminum "flats," is being used by the theatre department at Smith College here.

Designed by Robert H. Baron, the technique uses prefabricated aluminum pieces which can easily be assembled and covered with a canvas when completed.

Lunts Plan 1st **Aussie Tour**

have promised to go to Australia during the 1950-51 season, to tour under the J. C. Williamson The-

have promised to go to Australia during the 1950-51 season, to tour under the J. C. Williamson Theatres management. Trip Down Under would be the Lunts' first. They're now on tour in the Theatre Guild-John C. Wilson production, "I Know My Love," and are due on Broadway with it in the fall. They're tied up in it, if it clicks, for next season, explaining the distant Aussie date.

Promise was made to Harald A. Buwden, general manager and director of the Williamson chain, on the Coast, when he passed through to N. Y, for his first Broadway visit in 16 years. Bowden, who represented the Williamsons here a long time ago (a job now held by Dorothy Stewart) is on a combined varation and talent-and-show hunt. He leaves for London Friday (20, and will be back in N. Y. in mid-June for three weeks, before going home.

Ile confirms stories of a terrific upbeat in legit in Australia, largely sparked by the two American musical imports, "Annie Get Your Gun" and "Okiahoma!" Williamson imported both, as well as a soldier group from New Zealand, the Kiwis, who have been playing for three years now, two of them in Melbourne alone.

Williamson's production of "Edward, My Son," starring Robert Morley, will open in Sydney in September. Sophie Stewart and and Ellis Irving are going out from London to play the supporting roles of wife and doctor, respectively. Director will be Dapline Rye, also coming out from London to play the supporting roles of wife and doctor, respectively. Director will be Dapline Rye, also coming out from London to play the supporting roles of wife and doctor, respectively. Director will be Dapline Rye, also coming out from London to play the supporting roles of wife and doctor, respectively. Director will be Dapline Rye, also coming out from London to play the supporting roles of wife and doctor, respectively. Director will be Dapline Rye, also coming out from London to play the supporting roles of wife and doctor, respectively. Director will be Dapline Rye, also coming out from London to play the supporting r grave. Also on their list of futures are "Brigadoon," "Song of Nor-way" and "Harvey."

GILKEY DICKERS ON COAST FOR N.Y. TUNER

Stanley Gilkey is negotiating for the production of a musical comedy on Broadway in the fall. While on the Coast last week he discussed the project with writers and com-

the project with writers and composers without signing contracts.

His last Broadway presentation was the London drama, "Message to Margaret," which he did in association with Barbara Payne. He previously produced the revue, "Three to Make Ready," with her, and before that did "One for the Money," and "Two for the Show." and before that did "One for the Money" and "Two for the Show" in partnership with Gertrude Macy.

Abbott-Dunning Protest On CBS 'This Is B'way'

Use of the "This Is Broadway" title by CBS has been protested by George Abbott and Philip Dunning, co-authors of the legit play, "Broadway." Squawk was registered by Edward Colton, attorney for the writers when the program for the writers, when the program was first announced, but the net-

was first announced, but the network is still using the tag.
"This Is Broadway," which premiered last week, is an ad-ibseries using guest names from legit. The play was produced in New York during the 1926-27 season by Jed Harris.

'Medea' in D.C.

Washington, May 17.

Town will see first Broadway production since the National shuttered last fall when Guthrie McClintick brings Judith Anderson in "Medea" here for a one-night outdoor stand tomorrow night (18) at the National Sylvan theatre, by special arrangement with Dept. of Interior.

Latter owns the site and is releasing it for a full fledged professional show for first time. In case of rain, performance will be postponed to Thursday night.

'Twofer' Biz Proves Disappointment, 'Knife' Latest to Slip After Slight Hike

Pam Britton Returns To 'Brig' After Illness

To 'Brig' After Illness
Denver, May 17.
Pamela Britton, who withdrew
from the cast of "Brigadoon" because of illness, will return to the
show May 30 here. She'll resume
her original featured comedy role
of Meg Brockie for the Los Angeles and San Francisco Civic
Light Opera Assn. engagements
and the balance of the tour.
Actress has taken an extended
rest since leaving the hospital.

Rights to Legit **Dance Numbers**

of the choreographers' group seeking admission to Actors Equity is to acquire title to dance routines and numbers in legit musicals. Whether the union will support the proposal may determine whether the dance directors become members of the organization or attempt to operate as an independent unit.

The choreographers have vari-

unit.

The choreographers have various other aims, such as minimum fees, Improved working conditions and terms, guarantee of payment of fees, etc. But the crux of the discussions with Equity is the move to establish the principle of a property right for the choreographer in the dances he creates and stages.

pher in the dances he creates and stages.

Members of the Equity council are sympathetic to the choreographers' aims and endorse virtually all their other proposals. But there appears to be a question of the legal aspects of title to dance routines. Members of the council feel that the composer, librettist, dancers, etc., may have inherent rights in dance numbers.

Efforts to work out an agreement on the choreographers' objectives are being made by representatives or the two groups. Terprepresentatives are Agnes DeMille, Hanya Holm, Helen Tamiris, Michael Kidd and Jerome Robbins, Equity spokesmen are Margaret

Michael Kidd and Jerome Robbins. Equity spokesmen are Margaret Webster, Vera Allen, Louis M. Simon and Rebecca Brownstein, while those from Chorus Equity are Clara Cordery, George Bock-man, Kathleen O'Brien and Ruth Richmond.

Susan Douglas Wooed For London Show, Pic

London, May 17, Broadway actress Susan Doug-

ias, here last week on a visit, has been propositioned for an appearance on the West End stage or on the screen late this summer or early fall. However, nothing will be decided until her return from be decided until her return from Paris, where she has since gone for a three-week visit. Peter Brook and Peter Ustinov have been discussing a possible deal with her.

cussing a possible deal with her.
Miss Douglas is traveling with
Shirlee Weingarten, Theatre Guild
casting director, and the latter's
husband, Steven Alexander, Universal television representative.
While here, Miss Weingarten saw
Theresa Helburn, co-director of the
Guild, who has been on an extended show-catching expedition in the
West End.

Sandlin for Sarnoff For 4th Week in L.A.

Hollywood, May 17. Dorothy Sarnoff will be replaced by Dorothy Sandlin in femme star role in L.A. civic light opera, "The role in L.A. civic light opera, "Ine Great Waltz," at Philharmonic Aud, for last week of show, May 29. Miss Sarnoff goes to St. Louis immediately for top spot in Muni Opera's "New Moon" there.

Operas "New Moon" there. Edwin Lester originally engaged her for three weeks, but when "Waltz" was extended for four she had to leave.

Two-for ones are generally proving a disappointment this season.
On the basis of returns thus far,
the bargain come-on has had only
temporary effect in a few instances
and been an outright bust in
others. Suspicion is growing in
managerial circles that twofers
was merely a seasonal flash which
has already worn out its beneficial
effect

Not a single one of this season's shows has been able to keep going by the use of the cut-price wrinkle. Latest to have the device do a bro-

shows has been able to keep going by the use of the cut-price wrinkle. Latest to have the device do a bradle got only two weeks of improved business thereby. Receipts for the Clifford Odets drama sagged more than \$4.000 last week, after jumping about \$5,000 when the twofers were first used. As a result of the quick drop, the play is set to close May 28 at the National, N. Y. "Two Blind Mice," which started using twofers last week, has gotten fair response on the gimmick, but nothing resembling a solid upturn, and there's no indication whether the improvement will continue. Comedy is on a week-to-week basis at the Cort, N. Y. Even more striking has been the situation with "Light Up the Sky," which got practically no benefit from twofers and will close Saturday right at the Royale, N. Y. Also, "Love Life," which sparked a moderate boxoffice spurt with twofers, found the shot-in-the-arm only briefly effective, and the musical folded last Saturday (14) at the 46th Street, N. Y.

The effects of twofers at "Along Fifth Avenue," at the Imperial, N. Y., has also been spotty, and it's questionable whether the bobait will be sufficient to keep the revue lighted much longer. The situation with "The Traitor," at the 48th Street, where twofers have been used on a modified scale, is confused, but apparently the reduced-scale stunt isn't having much potency. In the case of "The (Continued on page 51)

(Continued on page 51)

Murtagh Puts 35 Men On B'way Ticket Probe; Find 'Irregularities'

Find 'Irregularities'

Irregularities in the books of some of the Broadway theatre ticket agencies have reportedly been uncovered by accountants for John M. Murtagh, New York City commissioner of investigation. It's understood that the faulty records cover customers' charge accounts, with wholesale payments being made through check-cashing bureaus rather than entered on the books. In one instance, about 250 such transactions, violating the N. Y. State business law, were listed over a two-week period.

Murtagh had 35 investigators making spot checks on the agencies Monday (16). Specifically, they were taking affidavits from brokers as to the number of 'South Pacific' tickets on hand, in comparison with those listed on the books and the records of the Majestic theatre, N. Y., where the musical smash is playing to solid standee trade. Members of the commissioner's staff indicate that he already has evidence which he thinks sufficient to warrant revocation of the licenses of certain agencies.

sufficient to warrant revocation of the licenses of certain agencies.

AUTHORS LEAGUE NOW INVESTED IN 3 SHOWS

INVESTED IN 3 SHOWS

The Authors League of America, since it has gone into investing in legit productions, has one unit in each of the following shows: "Detective Story," "South Pacific" and "Miss Liberty." Oscar Hammerstein 2d, prez of the League, appointed a committee chairmaned by Arthur Schwartz and including Howard Lindsay, Richard Rodgers and Moss Hart, to pick the productions for investment purposes.

A switch on the plan is that AL members who pool for these investments (1) get their money back first, and (2) also keep 40% of the profits amongst themselves. The remaining 60% profit goes into the general fund. This is for tax porposes and is the only means whereby, tax-wise, affluent AL members-investors can achieve this gray for benefit of themselves and the League.

Boxscore Figures Show Critics Really Softies; Public Is Tougher

The New York drama critics, traditionally the wreckers of the theatre, actually tend to be the builder-uppers who bring audiences to legit. At least, they're less destructive than the theatregoing public, on the basis of bex-office return.

office return.

That is indicated by an analysis of Variety's boxscore of the critics for the 1948-49 season. According to the figures in the boxscore, 36% of the reviews this season were favorable. At the same time, only 25% of the shows were boxoffice augresses.

In figuring the boxscore, 61 pro-In figuring the boxscore, 61 productions were considered. The eight critics wrote a total of 469 reviews of these shows, including 169 (36%) favorable notices, 293 (63%) pans, and seven (about 1^{α}_{C}) no-opinions. Of the 61 productions, 15 (25%) were hits and 46 (75%) were flops. So, apparently the public is tougher than the critics.

critics.

Such reasoning is obviously inconclusive, for there is presumably
a cause-and-effect relationship between reviews and boxoffice. In
other words, it is usually claimed that, by being unnecessarily severe that, by being unnecessarily severe, the critics are responsible for the failure of many shows that, if left to the public, would succeed. But the reverse can also be argued, namely, that, by praising some shows that lack immediate popular appeal, the critics build an audience for them and thereby create

ence for them and thereby create inits.

These factors are admittedly intangibles. However, it seems fair to observe that if the 293 unfavorable reviews of the season contributed to the failure of the 46 flops, the 169 good notices must have been a factor in the 15 hits. So there may be at least partial justification for the view that 36% flower may be at least partial justification for the view that 36% flower may be at least partial justification for the relative toughness of the individual critics reveals Howard Barnes, of the Herald Tribune, wrote the lowest percentage of favorable reviews, while John Chapman, of the News, Irinded out the largest share Barnes covered 58 shows, gave 14 (24%) good notices and 44 pairs, Next Ioughest was Ward Morehouse, of the Sun, who covered 54 shows, gave 18 (33%) favorable reviews, 35 pans and one nopinion.

opinion.
Brooks Atkinson, of the Times, covered 57, gave 20 good notices, (35%) and 37 pans. Richard Watts, Jr., of the Post, caught 60, praised 21 (35%), panned 39. Robert Garland, of the Journal-American, covered 60 shows, wrote 23 (38%) his notices, 36 pans and one no-opinion. William Hawkins, of the World-Telegram, caught 60, praised 24 (40%), panned 33, had three no-opinions. Robert Coleman, of the Mirror, caught 60, praised 24 (40%), panned 36. Chlapman's figures were 60 caught, 25 (42%) prised, 33 panned, two no-opinion. Comparison of the above figures

Comparison of the above figures with VARSETY's critical boxscore indicates that there's little relationship between toughness and the ability to call the turn on shows boxoffice-wise. Thus, it refutes the moss-covered claim that the way to win the VARIETY boxscore was merely to be brutally tough on shows.

slows.

For example, this season's winner, Alkinson, wrote 35% favorable reciews, while Barnes, whose critical average in the boxscore was 80 points lower, dished out only 24% hit notices. Similarly, Watts, who wrote 35% good reviews, and Chaoman, who praised 42% had identical ratings in the boxscore. From a study of the two tables of figures, if appears that the only way to win the boxscore is to pick the shows correctly—there's no easy formula. formula.

easy formula. Added consideration of the baseone further substantiales the view that the critics tend to err on the soft side in covering shows, return than to be ultra-severé. For example, of the 83 "wrong" pointous by the first-nighters, 67 (81%) with a coverable notices given to floop plays, with only 16 (19%) pour polices to hits.

'WALTZ,' 'CARMEN' FOR FETE

Salt Lake City, May 17.
"The Great Waltz" and "Cartion" (in English), will be featured
to a summer music festival in the
stelam bowl of the U. of Utah
July 9-19.

Springs Eternal

Touring twin-bill of "The Respectful Prostitute" and "Hope Is the Thing with Feathers," which opened over the weekend in Chicago, is financed as a limited partnership, with Lassor H. Grosberg listed as general partner.

Legal name of the partnership is The Hopeful Co.

Eddy Sets Up 21 Autumn Concert Dates After SRO Tour: Film Stints Out

Nelson Eddy has been set by Columbia Artists Mgt., through George Brown, for a fall concert tour of 21 dates, following a boff spring tour of 25 dates just completed. Fall tour will start Sept. 29 in San Bernardino, Cal., and cover stops throughout U. S. and Canada, ending Nov. 26 in Houston. Tenor is now vacationing before taking over as emcee and singing star of the Kraft Music Hall radio series June 2 for the summer for a 17-week stint.

Highlights of the concert tour just ended was an SRO date at Carnegie Hall. N. Y., with a \$6.100 gross, and \$2.200 in mail orders turned back: an estimated \$12.000 gross at the 9.125-seater Coliscum, Omaha, where Eddy was sold for at flat fee of \$5.000; a \$10.500 gross in Detroit, and a date in Amarillo.

in Detroit, and a date in Amarillo Tex., where top was an unusual high of \$6, and concert was a sell-

Eddy won't be making any films this year, deal for a color pic with Jeannette MacDonald having fallen through. Tenor can average \$3,500 to \$4,500 for a concert date, doing three or four a week, and his management is concentrating on the longhairs.

Lawrence, Duncan Set For Repeat Anzac Tours

Mayjorie Lawrence and Todd Duncan are set for repeat concert tours in Australia this sommer, following their boff success on previous dates, Duncan leaves Friday (20) from San Francisco, giving a concert en route in Honoldulu, and opening in New Zealand June 6, Altogether, he'll do about 40 concerts between New Zealand and Australia, J'N Tait division of J. C. Williamson Theatres is booking the tour, Duncan's second Down Under.

der.
Tait is also haudling Miss Law-1301 Is also narding Miss Law-rence, who was due to arrive in Sydney yesterday (17). Singer, an Australian, hasn't been home since 1945. She'll open in Melbourne May 23, and do 60 concerts in the area.

Replacement Shows For Indpls. Operettas

ror Indpls. Operettas
Indianapolis, May 17.
New deal in summer operetta,
to replace suspended "Stars Under
Stars" series, loomed when group
headed by Charles Hedley came to
terms with Indiana State Fair
board for use of stage and grandstand at fairgrounds racetrack for
three productions in July and
August.
Group is income.

August.
Group is incorporating new setinp to be known as Indianapolis
Summer Operettas. Incorporators
will include Hedley, musical director of operettas for "Stars," given
past two seasons at Butter Bowl;
John Coll, business representative,
Local No. 3, AFM; D. R. Barneelo,
flustness rep. Stagehands Union
No. 30, and Met Ross, treasurer of
Murat theatre.

No 30, and Mel Ross, treasurer of Murat theatre.

Aim is to keep summer opera-here alive until more elaborate "Stars," operated by Indianapolis Theatre Assu., can resume in its own outdoor theatre on city park location, probably next year.

Sadler's Wells Ballet to do four weeks instead of three at the N. Y. Met in the tall, Oct 9 through Nov. 6 Pianist Abbey Simon flew to Europe Thursday (12) for a concert in Rome yesterday (17). He'll play in The Higgue (25), Amsterdam (27), Paris (30), and London (June 11).



BETTY JANE WATSON NEW ADDRESS!!! COTILLION ROOM, HOTEL PIERRE, N.

BEGINNING TUESDAY, MAY 24th Old Address: "As The Girls Go" Winter Garden, N. Y.

Mgt.: JACK BERTELL Press: DON COPLIN

Legit Bits

Philip Hope-Wallace, legit critic Lendon for the Manchester Guardian, has returned to England after a week's stay in New York seeing the top hits.

after a week's stay in New York seeing the top hus.

Pressagent Marian Byram to the Florida west coast for a two-week vacation with her husband, Paramount excc John Byram Rosamund Gilder sailed, Saturday (14) on the America to represent the American National Theatre & Academy at the International Theatre & Academy at the International Theatre lattitute meeting June 28-July at Zurich Nat Karson, who bas designed the Virginia State Theatre production of "Hamlet" to be presented at E'sinore in mid-June. will also attend the ITI sessions in Zurich. He's due home late in July, after looking over the theatre in France and Germany Saul Richman rehired as exploitation man for "This is the Army."

Watter Wagner, stage manager for "Anne of the Thousand Days," leaves about June 15 for a month's European trip Legit actress Augusta Roeland will summer in France New edition of the Sonja Henie-Arthur M. Wirtz ice show, "Howdy, Mr. Ice of 1950," will open May 26 at Center theatre, N.Y.. with some new acts "Guys and Dolls," musical comedy adapted by Robert Carson from Damon Runyon's short stories, with score by Frank Loesser, is announced by Cr Feuer and Ernest H. Martin.

Meg Mundy withdraws May 28 from "Detective Story," with Anne

by Frank Loesser, is announced by Cy Feuer and Ernest H. Martin.

Meg Mundy withdraws May 28 from "Detective Story," with Anne Burr replacing Anne Renee Anderson quits "Lend An Ear," also May 28, with no replacement set on the same date. Judy Holtiday and John Alexander will exit the leads in the Broadway edition of "Born Yesterday," being succeeded by Jan Sterling and King Calder Marlyn Monk, understudy, succeeding Miss Sterling in "Two Blind Mice" Pressagent John Toohey and his wife, who already had daughters named Mary and Margaret, had a third girl recently, so they named her McBride Richard Maney has withdrawn as p.a. for "Along Fifth Avenue." so he's closing his office and viil summer in Westport, Conn. Horace McNabb, of the Frances Kaye offec, takes over the Arthur Lesser evenue.

fice, takes over the Arthur Lesser revue.

Legit actress Hildy Parks recuperating from an appendectomy at N. Y. Hospital Pressagent Harvey Sabinson resigned as associate of Samuel J. Friedman '0 join the Bert Nevins publicity of one. New Haven ratiroad's next "Show Train" will run Jone 7 for Michael Todd's production of "As the Girls Go" "Miss Liberty" will be the July offering of the Show-of-the-Month Club Leo Rose, recently out of the hospital after surgery for a brain tumor, enferced Polyclinic hospital, N. Y., for further treatment. He's on leave as company manager of "Where's Charley" pressagent Frank Bruner convalescing at home after hospitalization manager-p.a. Ray Payton a patient at Birmingham General hospital, Van Nuys, Cal Dorothy Johnson, also a p.a. is at her home in Malden, Mass., after hospitalization.

Shows in Rehearsal

"Miss Liberty" — Robert Sher wood-frying Berlin-Moss Hart. "Howdy, Mr. Ier of 1950"—Sonja Henie & Arthur Wirtz.

'Variety' Boxscore Winners

Key: SR, Shows Reviewed; R, Right; W, Wr	ong;	O, No	Opi	nion
SR.	R.	W.	O.	Pet.
'23-'24—CRAIG (Maii) 78	53	19	6	.677
'24-'25-POLLOCK (Brookiyn Eagle) 97	73	24	0	.753
'25-'26—GABRIEL (Sun)	90	18	1	.826
'26-'27—GABRIEL (Sun)	90	15	0	.857
'27-'28-ATKINSON (Times) 94	18	12	1	.862
'28-'29LITTLE (Post)	. 72	16	1	.809
'29-'30—BROWN (Post)	79	9	0	.898
'30-'31—BROWN (Post)	85	18	1	.817
'31-'32-GABRIEL (American), 109	100	8	1	.917
'32-'33-GABRIEL (American) 103	89	13	1	.864
'33-'34—BROWN (Post) 98	89	8	1	.908
'34-'35-BROWN (Post)	77	12	i	.855
'35-'36-GABRIEL (American) 90	82	8	0	.920
'36-'37-COLEMAN (Mirror) 82	75	5	2	.914
'37-'38—BROWN (Post)	58	4	1 0	.935
'38-'39-ANDERSON (Journai-American) 73	62	11	0	.849
'39-'40-LOCKRIDGE (Sun) 73	65	8	0	.890
'40-'41-WATTS (Herald Tribune) 60	57	3	0	.950
'41-'42KRONENBERGER (PM) 65	60	6	0	.923
'42-'43-LOCKRIDGE (Sun)	29	3	0	.906
'43-'44—NICHOLS (Times) 69	63	6	0	.913
'44-'45-KRONENBERGER (PM) 81	72	9	0	.839
'45-'46-NICHOLS (Times)	54	5	ő	.915
'46-'47-MOREHOUSE (Sun) 58	51	7	Ö	.879
'47-'48-MOREHOUSE (Sun) 57	51	6	ő	.895
'48-'49-ATKINSON (Times) 57	52	5	0	.912
				.014

Atkinson, Morehouse

Atkinson's win is that, in addition "Traitor," with a "no opinion" to having the best record in rela- "Gayden." to having the best record in relation to the boxoffice, he's also generally regarded as the most literate and readable of the New York

Ward Morehouse, of the Sun, the winner in 1946-47 and 1947-48, is second this season with an aver-age of .833. He also put on a strong finish, making only two "wrong" guesses for the latter half of the guesses for the latter half of the season as he moved up from sixth place at the half-way mark. The Sun aisle-sitter's wrong guesses during the entire season included "Town House," "Love Life," "Where's Charley?," "Mother," "Set My People Free," "Madwom-an of Chaillot," "Richard III" and "The Trattor," with a "no opinion" on "Rape of Lucretia," Howard Barnes of the Herald

on "Rape of Lucretia."

Howard Barnes, of the Herald Tribune, holds third place with a mark of .828, having spurted from last place at the half-way point. His wrong guesses for the season were "Small Wonder," "Where's Charley?," "Mother," "As the Girls Go," "Goodbye, My Paney," "Light Up the Sky," "Young and Fair," "Silver Whistle," "Two Blind Mice" and "The Traitor,"

Two Double Ties

John Chapman, of the News, and Richard Watts, Jr., of the Post, ie for fourth place with marks of .800. The former was next-to-last at the half-way point, while the latter was in a fourth-place tie at that time, too. Chapman's "wrong" opinions were "Small Wonder," "Love Life," "My that time, too. Chapman's "wrong" opinions were "Small Wonder." "My Romance" (he was the only one to give the operetta a favorable notice). "Mother." "Make Way For Lucia." "Rape of Lucretia," "Two Blind Mice." "At War With the Army" and "The Traitor."

Army" and "The Traitor,"
Watts missed on "Town House,"
"Love Life," "Charley," "Mother,"
"Set My People Free," "Young and
Fair," "Red Gloves," "Anne of the
Thousand Days" the was the only
one to pan the Maxwell Anderson
dramat, "Madwoman," "Along
Fifth Avenue," "Richard III" and
"Traiter" Traitor.

"Traitor."

Robert Coleman, of the Mirror, and Robert Garland, of the Journal-American, are stalemated for sixth place, with identical averages of .783. That is a comedown for Coleman, who was in third place for the 1947-48 season and was runner-up to Atkinson at the half-way point this season. The Mirror reviewer's "wrong" opinions were "Small Wonder," "Summer and Smoke," "Love Life," "Charlex," "Mothyf," "Red Gloves," "Jenny Kissed Me." "Madwoman," "Along Fitth Avenue" (lie wrote a followap column about two weeks after the opening, pointing out that lowdp column about two weeks after the opening, pointing out that he was the only critic to give the revue a rave. "Richard III," 'They Kuew What They Wanted," "Two Blind Mice" and "The Trai-

Garland, who was fied for fourth Garland, who was fied for fourth place at the half-way mark, missed on "Small Wonder," "Magdalena," "Private Lives," "Leading Lady" (the was the only one to give the show—a favorable notice), "Mother," "Red Gloves," "Lucia, "Madwonan," "Lucretia," "Smile of the World" (the play's only good notice), "Fifth Avenue" and Allegheny college, Meadville, Pa.

"Gayden."

William Hawkins, of the WoridTelegram, winds up in elghth place, with an average of .733, having slumped from third place at the half-way mark. His "wrong" opinJons were "Magdalena." "Private Lives," "Where's Charlety?," "MothLives," "Where's Charlety?," "MothLives," "Where's Charlety?," "MothLives," "Med Gloves," "Jenny
Kissed Me," "Richard HL," "They
Knew What They Wanted," "Big
Knife" (the show's only favorable
notice). "At War With the Army," "Traitor" and "Happiest Years"
(its only good notice), with "no
opinion" on "Lucia," "Mice" and
"Biggest Thief in Town."
"Variety' Muggs' Mathematics
VARIETY's staff of reviewers came

VARIETY'S staff of reviewers came up with an average of .934 during the season, covering all 61 openlings and giving "wrong" opinions on "Summer and Smoke." "Mother," "Red Gloves" and "Trailor," John Lardner, critic for the Staruntil it folded last January, covered 39 shows while the daily was in existence, had 30 "right" guesses, eight "wrong" and one "no opinion," for an average of .769.

For the purposes of the ratings, 61 shows were used, These included all the regular Broadway openings, except "Diamond Lil," which started out as a boxoftice click but recessed when Mae West broke her ankle. It has not yet reopened, so it isn't classified as either a hit of flop. New Slages productions and VARIETY'S staff of reviewers came

it isn't classified as either a hit or flop. New Slages productions and return engagements at N. Y. City Center were not figured in the critical ratings.

As always, Variety's basis for rating a critical opinion "right" or "wrong" is whether it coincides with the boxoffice fale of the show. Favorable reviews of hit shows and pans of flops are considered "right," while notices that are not borne out at the b.o. are figured "wrong."

It is invariably difficult to classify some reviews as either favorable or unfavorable. Where the tone of the review is neither good one bad, or contradictory, VARIETY rates the notice as "no opinion clearly expressed." Such reviews are rated "wrong" in figuring percentages, regardless of the b.o. fale of the show involved.

In case there's still any uncertainty about it, VARIETY classifies shows as hits or flops according to whether they repay the original investment on the Broadway run. The length of run is not the determining factor. is invariably difficult to classi-

Denison Teeoff

Denison 1eeoff
Granville, O., May 17.
Denison U's sommer theatre tees
off six week season of eight plays
with Mrs. Gwen Davenport's "Belvedere," on Jime 14. "Belvedere,"
originally written as a novel, was
done by 20th-190 as "Sitting
Pretty."
Other Denison offerings will be
"January Thaw," "The Poor Nut,
"The Time of Your Life," "The
Constant Wife," "Another Language," "Parlor Story" and "Ali,
Wilderness."

Total Broadway Grosses

The following are the comparative figures based on VARIETY's boxoffice estimates, for last week and the corresponding week of

	Season	Season
Number of shows current	. 26	30
Total weeks played so far by all shows	1.184	1.267
Total gross for all current shows last week \$553	8.800	\$590,000
Total season's gross so far for all shows \$27,845	5,900 \$2	7.673.500
Number of new productions so far	. 66	64

Two Openings Spark Chi Upturn: 'Allegro' OK \$27,000, 'Finian' \$29,700

Chicago, May 17.

Legit perked the past week with rekindling of two houses. Harris, after a dark seige of almost three months, opened Sat. (14) with "Respectful Prostitute" and "Hope Is the Thing With Feathers." "Inside USA" replaced "Finlan's Rainbow" at Shubert, rounding out 15 weeks for latter. "Allegro" pourted, with first week off Theatre Guild subscriptions upping grosses enough to keep it in Chi on indefinite basis. Was skedded to pull out May 21.

"Mr. Roberts" continues excel-

"Mr. Roberts" continues excel-lently in 35th week, while "Mr. Adam" hangs on not so profitably. Olsen & Johnson's revamped "Funzapoppin," preemed Friday (13) at Chi stadium.

Estimates for Last Week

"Allero." Great Northern (4th week) (1,500; \$4.94). Off subscrip-tions, upping the take a bit to \$27,000.

"Finian's Rainbow." Shubert (15th week) (2,100; \$4.94). Closed Sat. (14). Increased activity last week; \$29,700.

'Inside USA," Shubert (2,100; 94). Opened Monday (16) with \$4.94). Opened Mond encouraging advances.

oncouraging advances.

"Mr. Adam." Blackstone (4th
week) (1,358; \$3.80). Over \$7.000.

"Mr. Roberts." Erlanger (35th
yeek) (1,334; \$4.33). Still excellent: bettered \$21,000.

"Respectful Prostitute" and
"Hope Is a Thing With Feathers."
Harris (1,000; \$4.33). Opened at
Harris Sat. (14).

Born' Return Neat 9G in Dull Boston

Boston, May 17. week with but one house lighted and virtually nothing in sight for June. Only play in town is "Born Yesterday" on a return visit to the Colonial at pop prices ranging from 60c to \$1.80.

Company got sock notices and grossed a mediocre \$9,000 which isn't too far below the house scale. Turned 'em away both performances Sat. (14) and look for five-or-more weeks.

'Twofer' Biz

Continued from page 49

Happiest Years," which opened re-cently at the Lyceum, N. Y., the play closed before the policy could

play closed before the pointy be adequately tested.

"Born' Riding Along
On the other hand, "Born Yesterday." which began using two-fers nearly a year ago, is still riding, along on them. According to the show's management, the barrain device accounts for only about the show's management, the bargain device accounts for only about 20% of the business, so it doesn't undermine the regular-price patronage. This is contrary to conditions at "Big Knife," where standard-scale playgoers disappeared as the two fer trade swelled.

Because the demand for regular-Price seats dwindled in practically direct ratio to the twofer business, it's believed that the situation is attributable to the widespread publish. attributable to the widespread puo-licity about the bargain arrange-ment. That is, many prospective patrons read about the twofer set-up and wanted to take advantage of the lower scale rather than pay

patrons read about the works up and wanted to take advantage of the lower scale rather than pay the full price.

However, other observers believe that the trouble isn't with twofers, but with the shows that have tried the stunt this season. In support of this theory, it's claimed that the bargain come-on worked successfully last season on worked successfully last season on such established hits as "Command Decision," "The Helress," "Harvey" and "Born Yesterday," But none of the shows using the device this season has been a long-running hit with a solid reputation.

Lambs' Norworth Salute

Lambs Vorworth Salute

Lambs Club Seldel Night to be
staged Saturday (21) will be a
kudo to tunesmith Jack Norworth,
who wrote "Shine on Harvest
Moon" and "Take Me Out to the
Ball Game." among other hits.
Fred Hillebrand will be permutator and Joe Laurie, Jr., will be
keeper of the keys.

Number of Tin Pan Alleyites
will be guests of honor. Cast will
include Bobby Clark, Bert-Lahr,
John Golden and Smith & Dale,
Original song, "Spooffin' the Wiffen," will be preemed by Harry
S. Miller, Eddie Weber will be at
the keyboard.

Inside USA' Spiffy \$39,000 in Detroit

Detroit, May 17.

Eight performances grossed nearly \$39,000 last week for "Inside U. S. A." at the Cass at \$5.40 top. Every performance sold out. Both the Cass and the Shubert-Lafayette remain dark this week. They'll reopen May 23 with "Present Laughter" at the Cass for a fortnight and "Annie Get Your Gun" at the Shubert for a week.

'Laughter'-Horton Fair \$12,500 in Toronto

Toronto, May 17.
Despite lots of publicity, Edward
Everett Horton in "Present Laughter" grossed only a fair \$12,500 at
the Royal Alexandra (1,525), though
business increased toward end of
week. House was scaled at \$3.60

top.
Royal is currently dark, with Joe
E. Brown in "Harvey" back for a
repeal engagement week of May
23: return engagement of "High
Button Shoes" also pencilled in for
week of May 30.

Current Road Shows

(May 16-28)
"Allegro" — Gt. Northern, Chi

"Annie Get Your Gun"—Davidon, Milw. (17-21); Shubert-Laf., Det. (22-28).

"Blackouts of 1949"—El Capitan, A. (16-28).

L. A. (16-28).

"Born Yesterday" — Colonial.

Bost. (16-28).

"Brigadoon"—Music Hall, K. C.
(17-22); Conv. Hall, Tulsa (23);
Home, Okla. City (24-25); Aud.
Hutchinson, Kan. (27); Chief, Pu-

eblo (28).
"Finian's Rainbow" — Lyccum,
Mpls (17-22); Davidson, Milw. (23-28).

28),
"Harvey" (Fay Co.) — Erlanger
Buff. (17-22); Royal Alex., Toronto
(23-28).

3-28). "Harvey" (Brown Co.)—Curran, risco (16-28).

"Harvey the Nove"—Hartman, Columbus (17-22); Empire, Syracuse (23-25); Aud., Roch. (26-28).
"I Know My Love"—Mayfair, Portland (17-19); Met., Seattle (23-29).

"Inside U. S. A."-Shubert, Chi

28).
"Inside U. S. A."—Shubert, Chi. (23-28).
"Mr. Adam" — Blackstone, Chi. (16-28).
"Mr. Roberts" — Enlanger, Chi. (16-28).
"O Mistress Mine" — Center. Norfolk (16-18); Lyric, Richmond (19-20).
"Oklahoma" (No. 1 Co.)—Aud., Rutland, Vt. (16-17); Aud., Burlington (18-19); Aud., Barre, Vt. (20-21); Playhouse, Wilmington (23-28).
"Oklahoma" (No. 2 Co.)—Karlton. Williamsport, Pa. (16-18); Community, Hershey (19-21).
"Present Laughter" — Hanna, Cleve, 17-221; Cass. Det. (23-28).
"Respectful Prostitute"—Harris, Chi. (16-28).
"Streetear Named Desire".

"Respective Chi. (16-28).
"Streelear Named Desire" — Murat. Indpls. (17-22); Aud., St. Paul (23-28).

Linder-Davis' 12-Week Season at Deer Lake

'Season at Deer Lake

Deer Lake, Pa., May 17.

Bummer, theatre here will tee 12week season under aegis of Jack
Linder, legit producer and indie
vaude booker, on June 10 with
"The Helress," with Claire Luce as
guestar. Associated with Linder
in the operation is Manny Davis.
Allentown theatre operator. Linder
will stage the productions, with
Harry Fields, vet performer, handling stage.

Successive bills are "Three Men
On a Horse," June 20; "Lady Chatterley's Lover," 27; Akim Tamirofi
in revival of "The Auctioneer,"
July 4; "Anna Lucasta" (white version), 11; "Light Up the Skx," 18;
Leo Carrillo in "Moon Over Mulberry Street," 25, and Jeffrey Lynn
in "Strange Bedfellows," Aug. 2.
Later in season it's planned to
bring in a revival of "Rain," starring Sally Rand, fandancer. Several other bills will be added to
round out season.

'Ice' 105G, L.A.; 'Waltz' \$48,000

Los Angeles, May 17.
Two more houses rekindled last night to give local legitgoers a total of five attractions from which total of five attractions from which to choose. Biltmore is offering "Cabalgata." a Spanish revue presented by S. Hurok, and Las Palmas has "Love in Upper Sandusky." a comedy.

Last week's scene was brightened by the start of the L. A. Civic Light Opera season with "Great Waltz" opening to a fine start.

Estimates for Last Week

Estimates for Last Week
"Blackouts of 1949." El Capitan
(360th wk) (1.142; \$2.40). Clung to
\$16.200, below normal but still
profitable.
"Icecapades of 1949." Pan Pacific Aud (4th wk) (6.150; \$3.60).
SRO Mother's Day matinee boostcid it to sock \$105.128.
"The Great Waltz." Philharmonie Aud (1st wk) (2.670; \$4.80).
Cutrate season tickets kept figure
down somewhat, \$48.000 gross repping better than 80% capacity for
the season opener for L. A. Civic
Light Opera Assn.

FADIMAN SEEKS TO ENJOIN QUARTET COIN

Edwin Fadiman, president of Fadiman Associates, Ltd., is secking to enjoin Carnegie Hall, N.Y., from paying the First Piano Quartet the proceeds of the quartet's Saturday (14) concert held there. Fadiman charges that he and his firm hold contracts with the group, and bookings must be consumand bookings must be consum-mated through his office.

mated through his office.

The First Piano Quartet last January abrogated several agreements held by Fadiman and Fadiman Associates. Since then they have been doing their own booking. Fadiman plans to bring similar action against any concert promoter who employs the quartet on contracts not negotiated through his office.

Shoes' Mild \$22,800 For 2d Week in Cleve.

Cleveland, May 17.
Touring company of "High Button Shoes," starring Eddie Foy, Ir., grossed \$22,800 for the second and final week, ending Saturday night (14) at the Hanna theatre.
Musical got over \$45,000 for the fortnight's stand.

Touring 'Streetcar' Nifty \$22,000 in Columbus

Touring production of 'A Street-car Named Desire" got a satisfac-tory \$22,000 at the Hartman the-lare here last week. Tennessee Williams drama is splitting this week between In-dianapolis and St. Paul.

New Lulu Vollmer Play

New Lulu Vollmer Play
Atlanta, May 17.
A new play by Lulu Vollmer,
titled "She Put Out to Go." will
be tried out June 8-11 by the Atlanta Civic theatre. It's a drama
of southern mountaineers, as most
of the writer's plays have been.
Proceeds will go to the Atlanta
Fine Arts Foundation, which various local organizations are backing
with the Women's Chamber of
Commerce in charge of the drive.

B'way Biz Spotty in Spring Lull; Top Hits Unaffected; 'Medea' 41G, 'Girls' \$38,400, 'Ear' 28G, 'Traitor' 8G

Business was spotty on Broad-way last week, with the general level about the same as the previ-ous week. Most shows registered small gains or losses, with only

level about the same as the previous week. Most shows registered small gains or losses, with only the small handful of top hits still unaffected by the general slump.

Standout of the week was the powerful gross pulled by Judith Anderson in the second and concluding week of her return "Medea" engagement at the City Center. Classic drama broke the house's straight-play record with a take of \$40.948. Last week's clossings included "Love Life." "Edward, My Son," "Gayden" and "Medea." Slated to fold this week is "Light Up the Sky," and the following week takes out "Hig Knife" and "Silver Whistle." June 4 ends "Life with Mother" and there will be summer layoffs for "Anne of the Thousand Days" and "Madwoman of Chaillot."

This week's arrivals are a return engagement of Maurice Evans in "Man and Superman" and Mae West's scheduled reopening in "Diamond Lili."

Estimates for Last Week Keys. C. (Conedus D. Prome)

West's scheduled reopening in "Diamond Lil".

Estimates for Last Week Keys: C (Conedy), D (Drama), CD (Conedy)-Dama), R (Revue), M (Musical), O (Operetta), Other parenthetic figures refer to seating capacity and top price, including 20% amusement tax. Honcever, estimates are net; i.e., exclusive of tax.

"Along Fifth Avenue," Imperial (18th wk) (R-1.472; \$6). After getting a temporary boost from two-fers, receipts skidded again last week; about \$18.500.

"Anne of the Thousand Days." Shubert (23d wk) (D-1.378; \$4.80). Fased a trifle, but still getting a fair operating profit at over \$21,000.

"As the Girls Go," Winter Garden, (26th wk) (M-1.519; \$7.20). Slipped a bit more, although hefty receipts Saturday matinee and a sellout that night helped to bring the week's total to \$38.400.

"At With the Arms." Booth (11th wk) (C-712; \$4.80). Got about the same as the previous week, almost \$8.000; under the reduced operating setup it can keep going at that rate.

erating setup it can keep going

most \$8.000; under the reduced operating setup it can keep going at that rate.

"Big Knife," National (12th wk)
"D-1,172; \$4.80). Although attendance held about steady, a preponderance of two-foor-one business brought the gross down to about \$13.000, which is under the breakeven level, even under the reduced hookup; slated to close May 28.

"Bearn Vesterday." Miller (171st wk) "C-940; \$4.80). Recovered a little from the previous week's dip; about \$10.000.

"Death of a Salesman." Morosco (14th wk) (D-931; \$4.80). One of the big three" that gets the stander limit at all performances; topped \$24.400 again.

"Detective Story." Hudson (8th wk) (D-10.57; \$4.80). Maintaining capacity pace: almost \$22.500.

"Diamond Lil," Coronet (C-1.004. \$4.80). Revival, which played three weeks, but suspended Feb. 26 when Mae West broke her ankle, schednled to resume Saturday (21).
"Edward, My Son." Beck (33d wk) (D-1,214; \$4.80). With the departure of Robert Morley from the leading part, the bottom fell out of business; London import folded Saturday night (14) after 260 performances; finaled with \$11.600.
"Gayden." Plymouth (1st wk) (D-1,062; \$4.80). Mignon and Robert McLaughlin play closed Saturday night (14) after seven performances; finaled with \$11.600.
"Gayden." Plymouth (1st wk) (D-1,062; \$4.80). Mignon and Robert McLaughlin play closed Saturday night (14) after seven performances; almost \$5.000, including the premiere.
"Goodbye, My Faney." Fulton (25th wk) (CD-966; \$4.80). Has

proved a bit, but not enough to get Into the black: \$11,200; closing Saturday night (21).

"Love Life," 46th St. (32d wk): (M-1,139; \$6.). Twofers proved only a brief help, with receipts on the finale sagging under \$16,000; folded Saturday night (14), after 252 performances.

"Madwoman of Chaillot," Belasco (19th wk): (C-1,077; \$4.80). Climbed back a bit to almost \$19,000; will take a summer recess from June 25 to Aug. 22.

"Man and Superman," City Center (C-3,025; \$3). Revival of play by George Bernard Shaw, presented by Maurice Evans; opened two-week return engagement Monday night (16), with an advançe-sale of over \$35,000.

"Medea," City Center (2d wk) (D-3,025; \$3). Second and finale week of the return engagement set a house record for straight plays; \$40,948.

"Mister Roberts." Alvin (55th)

a house record for straight piays, \$40,948.

"Mister Roberts." Alvin (65th wk) (CD-1.357; \$4.80). Is getting standese except at the midweek matinee; about \$33,200.

"Silver Whistle." Billmore (25th wk) (C-920; \$4.80). With the departure May 28 of Jose Ferrer, the Robert E. McEnroe comedy will close; \$13,000.

"South Pacific." Majestic (6th

close; \$13,000.
"South Pacific," Majestic (6th wk) (M-1,659; \$6). Now the absolute top ticket of the list; musical gets the standee limit at all performances; remains the biggest grosser in town; \$50,600 every week

performances; remains the biggest grosser in town; \$50,600 every week.

"Streetear Named Desire," Barrymore (76th wk) (C-920; \$4.80). Still lots of drawing power in this longrun prize-winner; \$19,000.

"The Traitor," 48th St. (7th wk) (D-917; \$4.80). Had been slated to fold after a theatre party Monday night (16), but there was a fair improvement late last week, so producer Jed Harris decided to continue the run; around \$8,500.

"Two Blind Miee," Cort (11th wk) (C-1.064; \$4.80). Recovered promisingly, with two-for-ones figured to be a factor; \$11,700.

"Where's Charley?" St. James (31st wk) (M-1.509; \$6). Has felt the prevailing conditions only slightly; fine \$36,300.

'OKLA'S!' MILD \$14,800 IN MANCHESTER, N. H.

Manchester, N. H., May 17.
Apparently local residents hadn't seen a legit show for so many years they couldn't believe such a thing

they couldn't believe such a thing was really available here. Whatever the reason, "Oklaho-ma!" eked out only \$14,800 in a full week at the Palace, it was a dismal disappointment for the lo-cal management and the Theatre Guild.

22G in Buffalo

No. 2 company of "Oklahoma!" in eight performances at the Erlanger here last week got mild \$22,000.

Musical is playing one-nighters is week.

Lunts-'Love' Record \$30,704 in Frisco

San Francisco. May 17.

"You Know My Love," town's sole legiter, which shuttered at the Geary Saturday (14), chalked up a record-cracking \$30,704 for its final and third week at that house. The Lunts played to sold out houses for the third stanza of this show, with even standing room at a premium. No straight play had ever hit such a gross.

Frank Fay and "Harvey" came back to Frisco Sunday (15) with a \$3.60 top at the 1.776-seat Curran. Joe E. Brown starred in former successful local run of the play. ances; almost \$5.000, including the premiere.

"Goodbye, My Fancy." Fulton (25th wk) (CD-966; \$4.80). Has eased somewhat recently, after maintaining a steady capacity pace for months: temporary shift of Saturday performances to Sunday last week figured responsible for the dip to \$14.700.

"High Button Shoes." Broadway 84th wk) (M-1.900; \$6t). Drooped again to \$21.700, but management hopes to keep the musical on through the summer.

"Kiss Me, Kate," Century (20th wk) (M-1.654; \$6t). Second of the three solid SRO draws; over \$47, 100 again.

"Lend an Ear." Broadhurst (22d wk) (R-1.160; \$6t). Slipped a bit again; still lots of operating net at almost \$28,000, however.

"Life with Mother," Empire almost proper suspending for the summer, with a fall tour scheduled.

"Light Up the Sky." Royalc (26th wk) (C-1.025; \$4.80). Im-

Gayden

Gaul Gaither production of drama in two acts (tour scenes), by Mignon and Robert McLausthin. Stars Fay Bointer; features Jay Robinson. Clay Clement, Carol Weller Charles Control of the C

With the premiere of "Gayden" the Broadway legit season stumbles to a close. The Mignon and Robert McLaughtin drama, which was held for a time by Jed Harris and briefly drew the interest of other managements, is a rather ordinary variation of an Ibsen theme, with the addition of some contemporary psychiatrist patter. It is an attempted thriller that generates only perfunctory interest. It has no chance at the boxoftice.

Except that it brings the gifted Fay Bainter back to the stage, the play is chiefly notable for such incidentals as the fact that the program carries a quotation from Swinburne, presumably intended to be explanatory, and that for the first time a postal district (New York 21, N. Y.) is used in a playbill to indicate locale.

"Gayden" takes list life from its principal character, an unsavory young man described by his me-

principal character, an unsavory young man described by his me-dico-uncle to his doting mother as

young man described by his medico-uncle to his doting mother as a "constitutional psychopath." This pampered esilhete is supposed to have such overwhelming charm that girls and boys alike find him irresistible and, when he tires of them, turn on the gas, hang themselves in closets or, in utter despair, plunge into careers of sin.

Miss Bainter, in a part that's little more than a straight for the title character, is invariably ingratiating and, when the scrip permits, creates some dramatic illusion. Jay Robinson, as the sinister dream boy, overplays the talkingest, hifalutinest part in recent memory. Carol Wheeler is pretly and forthright as an infatuated ingenue, but some of her readings seem affected. The usually reliable Clay Clement exaggerates the role of the doctor-uncle, Gloria Stroock is attractive and effortlessly believable as a castoff flame, and Hazel Jones is an acceptable maid.

Willis Knighton's single setting seems properly toney for an east-side New York (21) apartment, and the handsome costumes by Emeline Roche are a helpful point of interest.

(Closed Saturday night (14)

Hobe Closed Saturday might

seven performances.

Me. The Sleeper

Experimental Theatre production of drama in three acts by Jack Baleh. Di-rected by Joseph Kramm: Ilghting, Ralph Alswang, At Master Institute, N. Y., May 14, '49; admission by Invitation.

A	inteston by invitation.
Betrina	Margaret Draper
Luddy	Robert Pastene
Blake	Tom Reynolds
Smelzger	Jerry Bynder
Mary .	Isabel Bonner
Jimpiy	Bobby Nick
Jae	Jonathan Lucas
Luddy as	a boy . Bobby Nick
Miss. Rift	Mary Elizabeth Aurelius
Mr. Rift	Billy M. Greene

More poetic than dramatic in content, "Me, The Sleeper," shows little promise for Broadway, Jack Balch demonstrates proficiency as a playwright, but his surrealistic approach to the problems of a psycopathic war vet fails to touch home.

psycopathic war vet fails to touch home.

The search for truth and the concessions people are forced to make with themselves form the theme of this one-set drama. Opening with a vague first act, the author introduces some interesting personalities, but his combining of both fanciful and real characters tends to become confusing. Excellent performances are turned in by the cast, with Robert Pastene displaying tremendous stamina in a role that keeps him on stage and talking throughout the three acts. Margaret Draper performs with an ellish quality suited to the part, and Isabel Bonner is okay as the vet's wife.

and Isabel Bonner is okay as the vet's wife.

Direction was handled capably by Joseph Kramm Ratph Alz-wang's lighting, which is pertinent to the play, is commendable.

SAMUEL FRENCH

Play, Brokers and Authors' Representatives 25 West 15th Street, New York 2623 Sunset Blyd. Hollywood 46, Cal

GAIL HILLSON

will not respen her Hampton Playment or Press and Publicity AND ... AND ... she has equipment to se'l. MU 9-3100.

Play Out of Town

Marie Antoinette in Pa

Martie Antoinette In Pa.
Los Angeles, May 10.
Stage Theatre production or moscate
in two acts for the modern of moscate
Smith. Theodora Lynch. Olin Howhin,
Mitchell Brother, Nelson Barchift, David
Bund, Edward Clark, Directed by Engene
Leontovich. Book, Eugene Berton and
James Snodgrass in collaboration with
Kohert Hilt, music and byres, Eugene Bercal direction, Leon Leonardi; custumes,
Tayis Banton; sels, Arne Nybak, Opened
at Stage theatre, L. A. May 19, '49; \$3.60
100.

Mantre D'Hotel	Maech Reniv
Three Waitresses Hun	till Richards. Jean
Hun	t. Drusilla Howev
Dautremont de Brissard De La Rochefoucauld	Rubert Sands
de Brissard	Willard Giles
De La Rochefoucauld	Bob Miller
Charles	Mitchell Brother
Harry Treacle	Edward Clark
Brother Fortitude	Nelson Barclift
Elder Brown	Earl Colhert
Loudwater	Arthur Ross-lones
Loudwater Three Shaker Girls	Orianne Ames
Patricia &	lirage, Delin Rudd
Sister Purity	
Sister Apocalypse	Adela Davennort
Little Garter Snake	Hoy Clarks
Little Cowslin	Bill Koyler
Little Garter Snake Little Cowslip Minnie Hawkins	Theodora I ench
Sampson P. Sharkey	Ollo Hawlin
Ma Jenkins	Quannia Smills
llank	
La Porte	David Rand
-	

There's the germ of a good musicomedy idea wriggling unhap-plly around here dying from over-doses of verbiage, childishness and from from

oses of verbiage, childishness and frou-fron.

Laid in Pennsylvania in 1794, the book deals with a small French colony in the midst of a group of religious fanatics to whom mere bodily contact is a sin and sex is a mispronunciation of half-a-dozen. The French hear that Marle Antoinette has been rescued from the guilotine and is en route to safety among them. Along comes the old mistaken-identity plot, and a bedraggled actress, who carries a crown among her numerous props, wanders on the seene to get a regal reception.

crown among her numerous props, wanders on the scene to get a regal reception.

The possibilities are there. But they are mangled in a so-so first act and dle of embarrassment in a childish second.

None of the dozen or more tunes is particularly standout although "My Little World" and "Fittin' and Proper" show possibilities.

Save for the pleasure of seeing Queenie Smith cavorting on stage again, there is almost nothing to trecommend "Marie Antoinette" in its present form. As the widowed goperator of a trading post, Miss Smith is an almost constant delight, her ability and professional approach overshadowing other cast members. Other veterans Olin Howlin and Edward Clark ald in the councy, and Shirley O. Mills (a last-minute replacement for Imogen Carpenter, who was forced to bow out) is appealing as a young Shaker lass who yearns to throw off the cult's restrictions. Theodora Lynch is okay as the actress-queen. Considering the physical limitations of the tiny (125-seat) house. Mine Eugenie Leontovich deserves plandits for her staging, Just keepling traffic moving without a colli-

plandits for her staging. Just keep-ing traffic moving without a colli-sion among the more than 20 thesplans who are on stage at one time is a major accomplishment in itself.

College Plays

Thank You, Just Looking (CATHOLIC UNIVERSITY)

Washington, May 7.
Catholic U. production of mosical revue
in two acts and 18 scenes. Sketrhes and
lyrics, Jean and Walter Kerr; music by
Jay Gorney; staged by Walter Kerr;
dances, Nancy Mullin and Louise Soelberg; choral direction, Edward Cashinan;
the Company of the Compa

The annual musical of Father Hartke's speech and drama course is the best original effort scen at this school in a long time. Bubbling with finn, mostly of the topical, kidding kind, with pleasant music by Jay Gorney, and an unusually fast pace for a rollege show, "Thank Yon, Just Looking" emerges as something with Broadway possibilities. In the first couple of days of its fortnight run, "Just Looking" had a number of visitors from the Main Sten to give it the o.o.

from the Main Stem to give the o.o.

Standout job is called "Great "Comin" a musical comedy Standout job is called "Great Dane A-Comin", a musical comedy version of "Hamilet" which races at professional pace. Music for the sketch is an amazingly clever patchwork of popular melodies, ranging from "Minnie the Moocher" to "Oklahoma". Polonius is played by a takroit on Bobby Clark, complete with cane, cigar and phoney glasses, and there is a boy dance line which keeps bouncing on and bit stage at odd moments. This is usable material for Broadway.

moments. This is usable material for Broadway. Show boasts three good songs, "Who Goes Home," "I'll Be All Right in a Hundred Years" and "Something Borrowed, Something Blue," First of these is a really

good biues number in a railroad station, nicely presented by Virginia Bradley. The "Years" number is a torch job about a gai ditched by the boy friend. The Girl, Betty Madigan, is a pretty brunet who sings nicely and rates a look and a listen from bigtime scouts. "Something Borrowed" is a blues number by one of those often-a-bridesmaid gals.

Dick Sykes, an ex-Gl, who is an undergraduate student at the University, and who has been a standout in C. U. productions for the past couple of years, shows pienty of versatility as he appears in half a dozen sketches of varied types and pace. He rates looking-over.

Strong points of "Just Looking" are the humor distilled by the Kerrs of the C.U. faculty, Jay Gorney's nusic and the general zest which the cast puts into its work. Greatest weakness, by a wide margin, is the dancing. This is the usual soft spot in C. U. nusicals.

Mannerhous

(YALE DRAMATIC ASSN.)

New Haven, May 5.

Yale Dramatic Assn. production of trainal in prolog, three acts and epilog by homas Wolfe Directed by Atwood sevensulers settings, Don Crawford: costerome Harries B. Jackson: lighting. lerome Freezeau criginal music. John lawlings.

Levensaler; settings, tom times. Charles M. Jackson: lighting, Jerome H. Fregeau; original music. John Rawlings. Cast: Noel Miller. Roger Rose. Charles Page, James H. Noves. Jack Schmetterer. Don Schon. Don Usher, John McCalf, Bradford Dilman. James Copeland, Dorothy H. McLaughlin, Robert Fitzgerald, Barlory Rames, Gordon Gould, Michael Ramano, Edgar Bogardins, Hugh Paine.

Representatives of the estate of Thomas Wolfe, with an eye to possible commercial presentation of this only major play written by the novelist, turned the initial production of "Mannerhouse" over to the Yale Dramatic Assn. for its world premiere at the University theatre this week. They placed it in good hands, for this collegiate group has presented it as an absorbing philosophical dissertation which holds interesting potentialities from both writing and acting standpoints. Play has few dull moments as it unfolds a story of the rise and fail of a Georgia family, the Ramseys, during the Civil War period. Locale and plot, per se, are secondary, however, principal issue of the work being the expounding of Wolfe's own complicated philosophy through the medium of a character portraying a rebellious son. Author's personal faith is expressed in terms of "the necessity of defending and living not for truth—but for divine falsehood." Bradford Dillman, as Eugene, and Don Usher, as General Ramsey, top an exceptionally good group of non-pro performers. Staging carries action and dialog through at a consistently interesting pace. Novelty in set-designing has been achieved by representative, rather than complete, segments of a southern mansion.

ments of a southern mansion

Out of a Hat

Out of a Hat

Some pleasant music and some bright lyrics by Jerry Breiten and Jerry Verbel, respectively, are about the only redeeming features in the new undergrad revue. "Out of a Hat," put on by the Nite Lites, Hunter College, N.Y., night session dramatic group, Friday (13). Cramped by the lack of stage presence by the student performers, the revue offered little else except for a lively square dance in the last scene and a good volcalization of "Dark River" by Laura Weiss.

Sketches, also written by Verbel, are mediorre. Production by Mitchell Becker were handled capably considering the circumstances.

Bon Voyage

Seattle, May 13.

U. of Washington production of comedy in three acts by Glenn Hughes. Directed by Robert Graz: set by John Ashby
Conway. At Showhoat theatre, Seattle.

May 13, '49,			Deatite
Tom Pruett		Thomas	Darga
Joyce Everell	An	nta Norm	an Cha
Nancy Merric	k	Mary	Fosket
Jim Everett		Kenneth I	Reisdorf
Horace Bird .		Wayne	Carro
Grace Bird		Mae	Mune
Waller Kern		Bus	Shuma
Beryl Kern		Mary J.	spersor
Marilyn Gage		Dolore	w Heatt
Frank Hopkin	14	Robert	
Florence Henc	ter son	Carol Elv	Harne
G. P. Henders	on .	Jeff I	Forsythe

This comedy—with a "message" emerges as a pleasant, interesting drama. Laid on the dock of a yacht club, with ensuing drama and situations concerning five couples who prepare to leave on a Saturday afternoon cruise, it presents a gallety of portraits ranging from the young married couple worried about their baby-sitter to a standard character of the business tycoon immersed in getting more money to add to his million. Device of yacht club lounger as narrator, quoting T. S. Eliot and G. B. Shaw to prospective voyagers. Shaw to prospective voyagers, works well and adds to movement of play. The calling-off of the cruise and apparent frustcation of most char-

Inside Stuff-Legit

The Thealre Guild was given a trouncing last week by John Rosenfield, legit columnist-critic of the Dallas Morning News. Occasion for the piece was the recent cancellation of two of the Guild's four promised shows and the announcement of abandonment of its subscription setup in the South for next season.

"The Theatre Guild bubble has burst," Rosenfield wrote in part, "The New York organization is refunding half the subscription money collected here for four shows and admitting it can not deliver two of them. Of the pair seen, only 'Carousel' was on the original schedule, 'O Mistress Mine,' with Sylvla Sidney and John Loder as pale replacements for Lynn Fontanne and Alfred Lunt, was a pickup. . . "We took the Guild on faith, but never before was a hospitable sentiment so mishandled, The Guild didn't set up the machinery for subscriptions until five months after it made its offer, and then it wouldn't tell us what it really had to offer—which proved to be nothing more than 'Carousel.' "Originators of this plan will not, we feel sure, ever think them-

Then the term than Carouse!. "Originators of this plan will not, we feel sure, ever think themeselves at fault. They will drop their tears into their beers with the comforting thought that the country beyond the Hudson is a mass of yokelry. They may never learn, but we have."

Evening Standard, Lord Beaverbrook paper in London, is now carrying a weekly Broadway column, the only daily in the British capital to do so. Pieces are written by Frederick Cook, the sheet's New York correspondent, supplementing his regular news reporting. Column stresses the legit theatre, including reviews of new plays, but also covers general show business. There's always an art layout, usually two or three one-column cuts.

Standard, with about 900,000 daily circulation, concentrates on British show biz news, particularly the West End theatre.

Chi company of "Mister Roberts," currently in its 35th week at Erlanger theatre, is launching an advertising campaign to the tune of \$5,000 extra coin, in addition to regular newspaper ads weekly. Present advertising outlay runs around \$1,500 per week. Further exploitation includes 10,000 streamers and truck signs, 120 line ads in 50 newspapers outside of Chicago, and 20 spots weekly on Chi radio stations. Direct pitch to lure conventioneers will have "Roberts" advertised in convention mags in 29 states, not including III.

acters is kept from being too tragic by sugarcoaling of motives and passions but much of sociological approach seems unnecessary, and play would be the better if played as straight contemporary comedy. Mary Jasperson, as the tipsy, unhappy wife of a loud drunk, stands out, and Robert Jackson, as the niddle-aged professor in love with a prelly co-ed; Dolores Heath, his light of love, and Thomas Dargan, as the philosophizing lounger, do splendid jobs. Others all measure up, and direction of Robert Gray is tops. Single set by John Asiby Conway is excellent. Reed.

New B'way Org.

_ Continued from page 49 =

between the producer-members and the Shuberts-United Booking Office. As representatives of the producers, it's argued, the man-agers will be in the Impossible position of having to negotiate the Shuberts and the UBO theatre terms in New York and on

ur. Besides trying to improve theapesides trying to improve theatre rental terms and road booking conditions, neither of which points are specifically mentioned in the CTP's announced list of objectives, the program calls subcommittees to deal with:

"An analysis of the "

An analysis of the theatre-tick-"An analysts of the themselves on in-et situation with emphasis on in-proving methods of ticket distribu-tion and merchandising." (This is tion and merchandising." (This is also figured likely to involve the Shuberts, since they have practical control of ticket distribution at all their houses. It's also seen as aimed at the "ice" situation on Broad-

at the "ice" situation on Broad-way.)
"Protecting the theatrical in-vestor by standardizing production accounting systems." (This obvi-ously relates to some of the eccutric financial setups of recent and current Broadway history.) "Furthering production and em-ployment in New York and on the

Eliminating waste in theatrical "Eliminating waste in theatrical production and operating expense."

(This reportedly refers not only to inefficient methods and management, but to the general belief among the producers that there's widespread corruption in production and constant.

widespread corruption in production and operation.)
"Informing the public in New York and throughout the country about what the theatre is doing to, help its andiences and itself."
The CTP grew out of a joint committee of dramatists and producers, which held a series of luncheon meetings at the St. Regis hotel. N. Y. Members of the new hotel. N. Y. Members of the new luncheon meetings at the St. Regis hotel, N. Y. Members of the new group are George Abbott, Aldrich & Myers. Kermit Bloomgarden, Cheryl Crawford, Alfyed de Llagre, Jr.; Max Gordon, Lefand Hayward, Joseph Hyman, Lindsay & Crouse, Gilbert Miller, the Playwrights' Co., Rodgers & Hammerstein, Arthur Schwartz, Irene Selznick, Herman Shumlin, Theatre Guild and John C. Wilson.

Hayward is chairman, Schwartz is accretary, Bloomgarden treasurer and Howard Reinheimer legal adviser.

adviser.

Legit Follow-Up

High Button Shors

High Button Shoes

(FOLLOWUP)

Surprise in "High Button Shoes" is that after 19 months on Broadway it opened the night before "Allegro"); it's still as tresh as a Phil Silvers gag. The trick is said to be the considerable freedom given Silvers and his sidekick, Joey Faye, to ad lib. The pair are constantly up to something that Stephen Longstreet never put in his original book and the cast has to stay pretty much on its toes or finds itself lost in the meshes of a Silvers yock that it didn't know was there.

When caught last week (12), Sil-

When caught last week (12), When caught last week (12), Sile-vers virtually broke up Mark Daw-son and a couple of the other boys with lines that to the average the atregoer appeared in perfect con-text. At another point he had the musicians in the pit doing some sidesplitting at what seemed to be merely normally funny lines. The answer undoubtedly was that Sil-vers wasn't sticking strictly to the script.

any event, if that's it, other In any event, if that's it, other producers of long-runners should follow Monte Proser and Joseph Kipness in encouraging their conics to do the same, for "Shoes" shows a lot less of the tring effect of constant repetition than docertain other shows now on Broadway.

certain other snows now way.

Major cast change was the substitution of Carol Stone for Joan Roberts, who took over last fall when Nanette Fabray went into "Love Life." Miss Stone brings warmth and charm to complement that of Jack McCauley in their sock "Papa, Won't You Dance With Me" and "I Still Get Jealous" duos.

their sock rape, near with their sock rape, near duos.

There have been a flock of other cast changes and one part, that of General Longstreet, originally played by Clay Clement, has been written out. Substitutions include Donald Saddter for Paul Godkin, Jackie Collins for Johnny Stewart, Ronnie Hartman for Carole Coleman, Keith Russell for Donald Harris, Ray Kirchner for Acthur Partington, and Evelyn Giles for Jacqueline Dodge.

Highlight of what is still a very enjoyable show continues to be the "Mack Sennett Ballet," which finds the whole company going in and out of swinging doors with amazing precision, imagination and humor.

Houston Series Opens June 13

Houston, May 17.
The Summertime Light Opera
Co., Houston's warm-weather operetta series, will open its fourth
season with "The Student Prince" June 13, running through June 19.

Blackfriars Award The Sign Drama Award, pr

The Sign Drama Award, presented annually by the national Calliolic magazine. The Sign, for the best play of the year, will be given to The Blackfriars Guild, N. V., for "outslanding achievement in the theatrical field this year."

No award was given had year because the publication felt the moral tone of the season's dramas failed to measure up.

Literati .

N. Y. Times' Ad Copy Nix
New York Times has refused to
accept advertising for "American
Freedom and Catholic Power,"
book by Paul Blanshard, former
New York City exec, it was
charged this week by the publishers, Beacon Press, of Boston.
Times did, however, run a review
of the volume in its Sunday Book
Review.

Review.

Book contains material which had been previously published in part by The Nation, resulting in that mag's being banned from New York public schools. It is principally an attack on Catholic activity in political and civil fields, not on doctrine.

New York Herald Tribune pub-

not on docurine.

New York Herald Tribune published the ads that the Times refused. As a matter of fact, the Times itself published copy for the book May 4 which it refused to reinsert later.

Times itself published to provide the provided to refuser later.

Joseph Gannon, head of the times' department of advertising acceptability, told Variety he had no comment other than the reason for refusing the ads "should be obvious to anyone who has read the Sinday review." Latter was extremely critical of the work, declaring the facts on which it was based were faulty.

First ad refused by the Times was headlined "Anready in 2d Printing" and contained various endore, which the paper refused to reinsert, listed four books, among which was Blanshard's. Times said it would run the ad if mention of the latter were omitted. Beacon Press then offered to leave white space where the name had appeared, but the Times refused to accept the cony in that form.

Menntime, according to Publishers' Weekly, the book went Into third printing, bringing total copies to 13.500. There have been few reviews and little advertising. PW states, but 700 advance copies were sent to clergymen and other "Opinion-makers" to create word-of-mouth.

Thackrey's N. Y. Compass Bows

"opinion-makers" to create word-of-mouth.

Thackrey's N. Y. Compass Bows Going from the planning board to the presses in less than three weeks, New York's new daily. The Compass, bit the newsstands Monday (16). Typographically it's a cross between the defunct Star and the N. Y. Post. Compass is rolling off the Star's old presses and is being edited-published by Ted O. Thackrey, who resigned from the Post's management last month. Thackrey's lead editorial states the paper "is no successor to, or child or stepchild of, any previous news-paper," Editorially, the daily is plumbing for Henry Wallace's program of opposition to the Marshall Plan and the Atlantic Pact which resulted in Thackrey's split (maritally and vocationally) with Dorothy Schiff, the Post "publisher. The Compass is being angelled by Mrs. Anita McCormick Blaine. Chicago supporter of Wallace and related to the McCormick-Patterson newspaper dynasts.

Priced at 10c to cover publishing costs without large advertising revenue, the first issue ran to 32 pages, four pages of that advertising, mostly institutional and theatical. The daily is giving unusually heavy coverage to entertainment with six pages on films, legit, radio and television. The Start, complete theatre guide and AM-TV listings have been taken over intext.

The paper is packed with features and signed columnists the

listings have been taken over intact.

The paper is packed with features and signed columnists, the straight news off the Associated Press wire being relegated to the background. Paul Denis, formerly the Post's radio editor, is bylining a general New York column, while four top ex-Star writers, I. F. Stone, Albert Deutsch, Jennings Perry and Tom O'Connor, are writing on their specialties in politics, psychiatry, and sports. Stanley Woodward, recently with Sporting Guide, is editing the four-page aports section. Ten comic strips are new.

newsprint, plus processing and space-rates cost the advertiser, the Nu-Fab Corp. of Chicago, more than \$50,000. Ad advised readers to wash the sample, then use it for dusting, polishing or other house-hold utility purposes.

Similar Miracloth ads are scheduled for more than a dozen papers in the New York area. Fabric insert stunt was first used by the Chicago Tribune on Feb. 27, and then in other Chi and Milwaukce dailies.

Unique ad campaign recalls fact

dailies.

Unique ad campaign recalls fact
that in 1939 the Chi Tribune ran
color ads for Allied Florists Assn.
of Illinois, using 60 pounds of essence to give the ink a floral fragrance. Last August the paper
carried scented ads for Dial soap.
Mags have sometimes carried aromatic ads, one instance being that of a fire insurance company which used ink with the odor of burning

National Protestant Weekly

National Protestant Weekly
Plans have been set for a new
national Protestant weekly newspaper following a three-day conference held in Kansas City last
week. A temporary seven-man
board of directors has been named
and empowered to incorporate the
project, ultimately to have 300
members representing various retigious agencies and geographical
areas. Board is expected to form
a Missouri corporation, although
it is empowered to act in any state
deemed suitable.

Direct operation of the paper
will be controlled by an executive
committee of 12 directors, and paper will have both a national and
regional editions. A committee
has been named to begin raising
a fund of \$2.000.000, and paper
will begin publication when \$650.
000 is on hand. Paper's parent
company likely will be called the
Protestant Voice, although selection of the paper probably the
Protestant Voice, although selection of the name will not be final
for some time. Plans call for the
corporation to purchase the present Protestant Voice which is published in Indiana.

Temporary board includes Dr.

ent Protestant Voice which is published in Indiana.

Temporary board includes Dr. Robert Searle, director community relations of Protestant Council of New York, N. Y.; Dr. J. W. Montgomery, New York, vice president of the Protest Voice Publishing Co.; Bishop Raymond J. Wade, Detroit Methodist clergyman; Rev. J. Allen Watson, general secretary of Kansas City Council of Churches; Leslie J. Lyons, lawyer; Dr. R. V. DeLong, dean of Nazarene Theological Seminary; and Bishop J. Arthur Hamlett, Colored Methodist Episcopal Church, K. C.

dist Episcopal Church, K. C.

Nowadays Supplement Folding
Nowadays, weekly supplement
for towns of less than 25,000 population, distributed by 306 papers
throughout 13 midwest states, last
week gave the staff two weeks'
notices. Publication, now in 20th
edition, was first a weekly and
then a bi-weekly. First issue was
published last Nov. 15 and grew
rapidly to 800,000 circulation.
However, advertising, which was
confined to non-competitive products of the subscribing newspapers, didn't keep up to pace of
subscriptions. Most of the money
for the paper was put up by publisher and directors of the Chicago
Journal of Commerce. K. Lyman
Ames is publisher. Ames is publisher

Prolific Sylvia Lyons
Though she has four sons Sylvia Lyons, wife of columnist Leonard Lyons, still finds time to write for the mags.
"Did You Ever See a Fungo" is Reader's Digest (May 25) reprint from her This Week article; it deals with a mother of four children learning to play baseball. "The First Time 1 Met Them" is a Coronet piece (May 25) telling of personalities she has met. The current issue of Magazine Digest has reprinted her Saturday Review of issue of Maj printed her Literature Saturday Review of oiece on "Mother's

tend the wedding. Quite a few Hollywood and Broadway notables have scheduled their European jaunts to coincide with the still un-certain May 25-28 wedding date.

Earl Wilsons Abroad

Earl Wilsons Abroad
The Earl (Rosemary) Wilsons
make their first European junket
the first of July, going by air. Will
be gone six weeks. Wilsons cover
London, Paris, the Riviera, Rome
and back home via Spain and Portugal on behalf of his N. Y. Post
syndication. Wilson's new Doubleday book, incidentally, is due next
month.

When Bennett Cerf goes under Lee Keedlek's concert management this fall it will complete the Saturday Review of Literature triunwirate who are now spieling under the same banner. The others are editor Norman Cousins and associate ed John Mason Brown. Cerf heretofore has been under Colston Leigh's platform direction.

Random House's 'South Pacific' Random House's 'South Pacific'
"South Pacific' will be published by Random House with the
blessing of Macmillan Co. to whom
author James A. Michener was formerly contracted. Latter firm
published the original "Tales of
the South Pacific." but the play
version 'by Oscar Hammerstein 2d
and Joshua Logan' has been
snagged by RH. which also published Rodgers & Hammerstein's
"Oklahoma!"

lished Rodgers & Hammerstein's "Oklahoma!"
Michener's other writings are being issued via RH although he is one of Macmillan's editors. In a sense this parallels RH prexy Bennett Cerf's publication deals with outside publishers, notably Simon & Schuster and Doubleday, preferring not to publish through his own firm. RH already published Michener's "Fires of Spring," a novel.

CHATTER

Eva Le Gallienne has penned untitled juve book for Harper fall

untitled juve publication. McCall's mag running seven in-stallments of Eleanor Roosevelt's with June memoirs beginning with June

stallments of Eleanor Roosevelt's new memoirs beginning with June issue.

Jerry Baxter. ex-Variety Chiming, has joined United Air Lines in Chicago, is charge of magazine publicity.

Richard S. Grant looking for souvenir hunter ancedotes for his forthcoming anthology "Souvenirs Anonymous."

Daily yarns about the 20th-Fox pleture, "Pinky," are being sent out by the Associated Negro Press to 112 member newspapers.

Lester Bernstein, ex-N.Y. Times dramatic dept. staffer, did that Milton Berle cover story for Time; his researcher was Jean Sulzberger.

Elliott Arnold's "Deep In My Heart," based on Sigmund Romberg's life, due for tentative August publication by Duell, Sloan & Pearce.

Thornton Fisher, veteran cartoonist, has started a new Sunday strip in the New York Daily News.
Titled "Zanities of 1949," feature has a show biz background.

Variety's Holland mugg, Den Berry, back to Paxton Music, publishing house in London, an old association. Berry is British although a w.k. jazzophile in the Lowlands where long resident.

Gypola Continued from page 1

year Sally Rand played the season with RAS and grossed around

with RAS and grossed \$500,000.

The Gypsy Rose Lee show with \$1 admission competes with "Harlem in Havana," also on the midway, which is scaled at 60c, and other layouts with nicks running from 20c to 60c. A cast of 20 performers is in Miss Lee's display, and nut is figured to run around \$6,000 weekly. It's felt that the running time will s6,000 weekly. It's felt that the 20-25-minute running time will have to be lengthened, inasmuct as the customers feel that it's too little show for \$1—Gypsy, notwith-

printed her Saturday Review of Literature piece on "Mother's latendure, standing.

Arthur Pollock, ex-Brooklyn Eagle drama critic, is handling the paper's legit department although his first column was on vaude's comehack to the Palace. Initlal issue also contained a guest column by Richard Maney, legit press agent, and a Hollywood news column packaged by AP.

Another Novelty Ad Campaign Novel two-page ad. printed on both sides of a 16-by-21-inch fabric, was included in more than 1,000-000 copies of the Sunday 151 edition of Hearst's N, Y, Journal-American, Ad was for Miracloth American, Ad was for Miracloth and was run on 750,000 yards of the non-woven rayon product. Price of the fabric, which rolled through the presses like regular

SCULLY'S SCRAPBOOK

..... By Frank Scully ,

Rattleboro, Vt., May 14. To show you how wide open the field still is, Barbara Stanwyel

To show you how wide open the field still Is, Barbara Stanwyck's most recently released picture deals with crapshooting and a psychiatric treatment for the cure of same. It is called "The Lady Gambles," which sounds lie a simple declarative sentence. But if you want to know how controversial it is, or to what extent she gambles, the answer is: not nearly as much as the audience.

To tell her that she is simply a manic depressive with an aversion to snake-eyes, that she will continue to suffer from these temporary disappointments till worse troubles come along, or she runs out of her own and other people's money, gets you nowhere. It's all tied in with her libido, which you will find described in Scully's Psychiatric Word Book of Hollywood, or on Third avenue under the L:

Labile: Psychiatric term for smooth operation. Lab men who learn love scenes from soundtracks and then try them on dames, who proceed to slap their faces because their voices lack Jimmy Stewart's shy allure.

Labioglossolaryngitis: Relating to lips, tongue and larynx. Common to old silent stars who believe that the only reason they have not been working since 1927 is that their T-zones have been treated with the wrong eigarets.

the wrong cigarets.

yprinthitis: imaginary disease of a producer who will not read a script but has to be told it, "so I can visualize it." Keeps believing he has an irritation in the cavities of the internal car. Can be cured by being told "The Fugitive" was made from Green's "The Power and the Glory." Steps should be taken, however, to see that he doesn't learn that in America the book was called "The Labyrinthine Way."

acrimation: Excessive secretion of tears or gelatinous simulation of tears. Founded on an old showman's delusion that if you can make 'em cry you can't miss. Cause of the collapse of Bette Davis' public, and the reason why "Uncle Tom's Cabin" has now been sublet to termites.

primotomy: Incision to close up the tear duct. This operation is good for film cutters who can't see the frames for tears and imagine even Crosby-Hope travelogs are "weepers."

actagog: An agent inducing milk-secretion. If he can draw it from a stone he becomes a vice-president in an advertising agency dynasty. ady Webster's Pills: For ladies over 35 who can't spell nature backward or forward, and have a phobia against admitting they are over 29

over 29.

Lacuna: An omission. Also a small cavity. Origin of such phrases as "I need you like I need a hole in the head."

Lagophthalmos: Eye lag, which prevents the eye from being either completely closed or completely opened. Godfrey's "Good morning." Ann Sheridan's cure for it is tomato juice and gin. Occupational assets to people being continually dragged off to sneakviews by producers.

Lalling: An Infantile hangover, with a change of consonants as the worst symptom. People who pronounce "Communist," "Wett" and those far to the right as "Wight." In radio they are called wimpvisms.

those far to the right as "Wight." In radio they are called wimpyisms.

Lane's Kink: A V-shaped condition of the ilcum caused by adhesions. Delusion that anybody named Lane can act as well as Lola, Leone, Priscilla or Lupino.

Lange's Test: Cerebrospinal test. Also called the gold sol test. Positive reaction depends on precipitation from the gold solution by globulin found in the spinal fluid. If there's too much precipitation it merely means there will be no need for a remake of "The Treasure of Sierra Madre" by that guy. Negative test proves no comfort whatever. Merely proves the croakers couldn't find the fruits of your indiscretions this time.

Laseque's Law: Principle that superficial disorders of an organ increase the reflexes, while pronounced organic lesions suppress them. That is to say, that Ilopalong Cassidy's lope is attractive but if the bandits ever got him up Cripple Creek and left him so you couldn't tell him and the Creek apart, he'd merely be a guy on the corner with a tin cup, selling Venus pencils for sex appeal.

Latah: A Javanese endemic neurosis characterized by loss of volition. In Hollywood a star who has to make a speech to a convention of the D.A.R. and has lost the script the Johnston office gave him.

Latency Period: Between the ages of 4 and 11, known to psychiatrists as the period of infantile sexuality. To producers it's the period when they look for moppets to option for peanuts and maybe parlay the latent talent into a million dollars. In the Shirley Temple syndrome.

Latent Content: Hidden part of a dream, which has made a fortune for

syndrome.

syndrome. Lent Content: Hidden part of a dream, which has made a fortune for Freud and his army of disciples. He discovered that a patient relaxed and lying on a couch could be prodded into telling all. This he called "free association." It was the only part that was free. The listener's fees ran so high they produced a new crop of millionaires.

of millionaires.

Laughing Gas: Nitrous oxide, N.O. successfully used in dental surgery but a failure in dealing with layoffs suffering from melancholia. To be tried out this year before summer replacements of comedy shows come on the air. Clear channels will be sprayed with N.O. Lead: Delusion of bit-players that favoritism alone is behind their failure to be playing a star part. Such patients frequently develop an imaginary colic which is confused with painter's colic or lead-poisoning.

an imaginary colic which is confused with painter's colic or leadpoisoning.

Leaping Ague: A species of dancing mania. Common to Metro picture
producers on seeing their musicals obviously lack story, especially
producers who believe a dead end street can be brought to life
by the girations of Fred Astaire, Gene Kelly and Ginger Rogers.

Lethargie: Slow in thought and movement. A psychotic symptom common to directors of foreign-language films destined for small
house that are so wedded to art they wouldn't accept anything so
commercial as two-bits for an admission, preferring slugs.

Lethargie Encephalitis: What people who have sat through too many
foreign-language films think they are suffering from. Unless it attacks the central nervous system or you've been bitten by a tselse
fly in the balcony, it is not sleeping sickness.

Libido: Pronounced "lebeedo" or "libydo," with the accent in either
case on the "dough." The dynamo behind this thing called love.
Used to explain any form of sexual expression, from modern art to
whodunits.

Litigious Paranoic: Individual who spends more time seeking legal re-dress for past persecutions than he does in plotting future work. In the Plagiarist syndrome.

the Plagiarist syndrome.

Little's Disease: Bilateral spastic paralysis with a "scissors gait." Common to film editors. More pronounced during a layoff due to an

mon to film editors. More pronounced during a layoff due to an added anxiety-neurosis.

Locomotor Ataxia: One of the oldest forms of tabes dorsalis. Frequently suffered by executives who are perpetually ordering people to "take ataxia." One day they discover there is a taxi strike and when they try to walk they find their legs have atrophied.

Logorrhea: Excessive and continuous flow of speech, coherent but repetitious. Also called logomania. Also called the Crosby contribution to radio.

Lucid Interval: Period when a psychosis subsides and reason is restored for a little while. Usually takes place after lunch, when the star who walked off the set after a blowup has been calmed down with a tall glass of iced tea spiked with veronal.

Broadway

Newest eyeglass pitch: Special specs for television viewing.

Metro's Si Seadiers (Dodo) from Cannes to Italy; it's their first trip

Mrs. Eddie (Ida) Cantor much better on the Coast; recuping in Palm Springs.

Palm Springs.

Humphrey Doulens back in N. Y.
after a month on the lecture circuit, his first try at it.

Anatole Voinoff, maitre d' of
Russian Tca Room, to wed its hosttess, Rosemarie Bage, in July.

James R. Grainger, Republic's
sales v.p., planed to Coast Monday
16 for confabs with studio execs.

Dr. and Mrs. S. Hockenberg
she's former terpster, Dorothy
Berke) celebrating 10th auni May
28.

As soon as "Big V-16."

As soon as "Big Knife" closes May 27, John Garfield heads for Hollywood and his new WB contract.

Lew Suritz, former Majestic Records prexy, now eastern division sales manager for Cook's champagne.

pagne.
Donald Kirkley, Baltimore Sundrama critic, in town for Palace vaude opening, and to gander

vaude opening, and to gander shows.

Abe Lastfogel, William Morris agency g.m., flew in over the weekend on Milton Berle and other TV business.

Helen Rosen, daughter of Fabian circuit exec Sam Rosen, elected prez of her class at Wells College, Aurora, N. Y.

Oscar Brandt and Piute Pete called the square dances at the Times Square Treasury Bond Rally last night (Tues.).

Sir Sydney Clift, British circuit operator and distrib, arriving in N.Y. May 26 to discuss his U.K. releasing deal with Film Classics. So many American tourists to Israel already that Paris has become a junction en route, according to advices from the French capital. Jay Blackton, who batoned the "Oklahoma!" show originally, and later Irving Berlins "Annie Get Your Gun," will repeat for Berlin with "Miss Liberty.

Lehman Bros.' 100 years as a banking firm being considered as subject for a book to be published next year, coinciding with outfit's centennial celebration.

Phil Raffin, owner, of the Somerset House, Bevhills eatery, in town for a month's vacation with wife (Trudy Marshall), who's scheduled to do a couple of tele stints.

Attorney Arnold Grant arrives on the Coast tonorrow (Thursday) after a short stopover in Chicago on his way west. He'll be in Hollywood for about 10 days.

The Jake (WB) Wilks' 35th anniversary was celebrated with a surprise party hosted by their daughter, Mrs. Marvin (Ruth) Notkins at their 135 C.P.W. apt.

Herbert Jacoby not going abroad as planned. He'll keep the Blue Angel open all summer for the bar business, but dropping the shows when the hot weather really hits.

Peter Oglictti, having sold out his interest in LaRue's, the long-time band there, headed by Eddie Davis, shifted to the Coq Rouge. Ernie Warren has taken another band chore.

Disk firms figure to cut in on the current focus on vaude, inspired by the Palace reopening tomorrow (Thurs.). Columbia reissuing Moran & Mack's "Two Black Crows," first waxed in 1927.

Orton H. Hicks, Metro's overses director of 16m film, lectured yesterday (Tues.) before the

visit.
Sylvie St. Clair, longtime Di-Mont video artist, back to her na-tive Paris for radio, nitery and TV dates. Meeting Michel Emer in France; he writes most of her spe-cial songs, as he did for Edith Piaf.

et al.

Stephen McNally, co-starred with Barbara Stanwyck and Robert Preston in Universal's "The Lady Gambles." around town pushing the bally for his pic via newspaper interviews and radio appearances.

Khan, influenced the still ailing agent to fly over on Sunday.
National Publicity Associates' Phil Bloom chairmanning Greater N. Y. Fund theatrical raily to be held on Sub-Treasury Bldg, steps tomorrow (Thurs.). Harold Lang, Eddie Condon and Mary McCarty are among scheduled entertainers.
Gus & Andy's post-Palace premiere party tomorrow night (Thurs.) honors Bob Sylvester with Joe Laurie, Jr., as toastmaster. 'And Palace bill with their name on, or a worn-out copy of Joe Miller's Joke Book," says the invitation, is open-sesame.

or a worn-out copy or any open-sesame.

Blanche Merrill, vet vaude scripter, getting back into vaudeo because of the TV development. She's fashioning a new act for Lillian Shaw. Incidentally, Miss Merrill has a "novel written wholly in rhyme" in work for fall or next spring publication.

NBC radio tickets for the Ezio Pinza-Mary Martin Telephone Hour broadcast were as tough to get as for "South Pacific." Curiously enough, many requests came from show-wise femmes in the profession. Pinza seems to have displaced Carl Brisson as the older girls' Sinatra.

Atlantic City

Erskine Butterfield opened at Nate Cohen's Lambs club this week. By Joe W. Walker

week.
"Oklahoma!" to play Warner theatre one week epening June 5. Spot brings in Dick Haymes May 28-29.

28-29.

Bess Myerson, Miss America of 1945, in town as honor guest at United Jewish Appeal Freedom

dance.
Million Dollar pier to open season May 28 under new management, with Children's theatre as
one of its top attractions.

Bucks County, Pa.

By Sol Jacobson

Don Walker checking out of Solebury farm to orchestrate "Miss Liberty." Theron and Phyllis Bamberger

moved into recently acquired Sole-

Theron and Phyllis Bamberger moved into recently acquired Solebury home.

Playhouse takes down shutters June 3 with Kay Francis in "Let Us Be Gay."

Open House day drew 2,000 visitors to New Hope area Sat. (14) for benefit of new community bldg.

Actress Joan Mortimer of Jericho Valley spliced to Hugh Dryfoso of N.Y. at Newtown Frl. (13).

St. John Terrell announcing July 2 opening for arena-type musicals under canvas on hill overlooking Lambertville, N. J.

Anne Elsner (Mrs. John Matthews, Jr.), radio's Stella Dallas. one of the managers of Stockton, N. J. baseball nine.

Gertrude Applebaum, former Lindsay and Crouse production assistant, working with Theron Bamberger on Playhouse casting.

Ben Snyder again heading New Hope street fair for July 4 weekend. Proceeds to go to new gymauditorium. Shindig cleared 5G last year. Fund for memorial bldg. has over 35G without drive.

Justin Herman scripting short on Eagle Fire Co. of New Hope. His "Lambertville Story" preemed at Strand Thurs. (11) with Paul Whiteman on hand. Short centered on Whiteman's teenage dances combatting juve delinquency.

Miami Beach By Lary Solloway

By Lary Solloway

Duke Leonard installed in his own spot at Surfside hotel.

Biz around town is offish with usual early May lull blamed.

Van Harris heads up new show at Kitty Davis' with Marie Austin joining co-star spot this week.

Sherry Frontenac hotei installed a full nitery show in its Pompadour Room, headed by DeCastro Sisters, Charlie Carlisle and Nino Yacovino. Yacovino

Yacovino.

Bill Jordan, owner-performer of Bar of Music, sidelined by twisted shoulder after fracas with a boisterous patron. Jordan is suing latter for \$50,000.

San Francisco

By Ted Friend
Larkin, Herbert Rosener house, undergoing remodeling.
Paramiount execs Ed Hyman. Si Siegel and Selig Seligman gandering local biz.
Spring Music Festival at Opera House, with Dimitri Mitropoulos, sold out all performances.
Maxic Baer inked in for June 8, at the Tivoli; ditto Jerry Lester for Aug. 23, at the Fairmont.
Settlement of cab strike hypoing

pusning the pany for his pic via at the Tivoli; ditto Jerry Lester newspaper interviews and radio appearances.

Rita Hayworth's personal phone calls from Paris and the Riviera to Johnny Hyde, veepee of the William Morris agency, to attend her wedding May 27 in Cannes to Aly Hopkins.

London

Jack Waller and Arthur Askey to Paris for week's vacation.

James Robertson, musical director of Sadler's Wells, to wed actress June Fraser in July.

Deep River Boys open at London Palladium July 18 for four weeks, after which they begin tour in vaudeville unit under Hyman Zahl management, starting Empire, Glasgow, Aug. 15.

Stanley French, now head of Firth Shephard Productions, seems to have a new hit in "Young Wives Tale." tried out at Brighton to raving notices. Sosw is skedded for West End, with no theatre yet available.

Flora Robson presented with highest Finnish honor by Finland's Minister at Westminster theatre May 12, in appreciation of her radio appeal for help for Skolt Lapps impoverished through enemy action, which raised \$12,000.

Chappie D'Amato quit his band at Hatchett's restaurant May 16 to accompany the Fulham Football club on a tour in Spain, For his two broadcasts for the British Broadcasting Corp. May 17 and 20, Ray Noble will act as visiting conductor.

Ray Noble will act as visiting conductor.
Charles Dorning, who left the D'Oyly Carte Opera Co. to play the lead in a revival of Noel Coward's "Bitter Sweet," is recuperating from an emergency appendectomy. Richard Walker has taken over Dorning's leading roles in the Gilbert & Sullivan operas.

Paris

By Maxime de Beix

(33 Blvd. Montparnasse) Suzanne Cloutier to Germany for Suzanne Cloud. 20th-Fox. Gerry Mayer back and getting

20th-ros.
Gerry Mayer back and german apartment.
Joy Lansing and Jimmy Cross to Germany to entertain the airlift

Germany to entertain the airiit boys.

Gaite Montparnasse opening French adaptation of Denis Johnston's "Moon on Yellow River."

Geoffrey Parsons, Jr., Herald Trib European edition editor, made an officer in the Legion of Honor.

Mrs. Hal Horne and daughter Barbara, on way to Israel, doing Paris and Versailles in three days. Florence Barr, for many years the MPA main prophere, on sick list for a few days following overwork.

work.
Pierre Louis Guerin, Lido op,
has hands full, getting his new
Lido show ready, running the Skating Vanities with Gloria Lord at
Palais des Sports, and reopening
the Ambassadors restaurant and
night club, which he farmed out
for a year.

Rome

Victor Stoloff is back in Rome. Vicki Baum checked in at the assier. Publisher Henry Luce visiting

rubinser Henry Luce visiting various cities in Italy. Writer George Morton in Rome working on a script for 20th-Fox. Dorothy Thompson expected in Rome soon from Turkey and Greece.

Greece.
Henry Henigsen, M-G's head of production for "Quo Vadis," and Mrs. Henigsen are at the Grande. Italian producer Luchino Visconti will de "Death of a Salesman" in Italian, staging it in October

tober.

Italian episode of British Grand
National's "Tale of Five Cities" is
now filming in Rome. Gina Lollobrigida costars with Bonar Colleano, with Romolo Marcellini directing from a screenplay by Piero
Tellini.

Teilini.
Writer Sam Waaggener has purchased the rights for Holland for "Pirates of Capri." Italian - made picture produced independently by Victor Pahlen. Waaggener represents Circle Film Enterprises of Hollywood in Europe.

Tokyo By Russell Splane

By Russell Splane
William Carty, Paramount News
photog, in China to cover civil war.
First Calvary Division's production of "Mr. Roberts" now on
limited tour of Japan.
Luella Hoskins, formerly in
Nagoya with Military Government,
has joined SCAP's Radio Branch
in Tokyo to advise Nip broadcasters on school programs and women's shows.
Australian - made Ealing pic,
"Eureka Stockade," in gala preem
at Kure, Japan, before British
Commonwealth occupation troops,
nearly a month before its Australian opening. minited tour of Japan.
Luella Hoskins, formerly in Nagoya with Military Government, has joined SCAP's Radio Branch in Tokyo to advise Nip broadcasters on school programs and women's shows.

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Mary Jannis, Seattle ballerina now in Japan with her husband, M'Sgt. Frank Collum, receiving plaudits in Tokyo for her direction of a Japanese performance of the ballet, "Les Sylphides."

The long-awaited broadcasting bill which would authorize com-

mercial adio stations in Japan for the first time in the nation's history has hit another parliamen-tary snag and appears to be no nearer passage than it was when first introduced in the national Diet early in 1948.

Dallas

By Henry Senber

Copenhagen

By Victor Skaarup

Marian Anderson sings at K. B. Hallen May 24.
Carl Brisson due in Denmark next month for a holiday.
Victor Borge plans to visit Denmark this summer for a vacation.
"Shoeshine" a hit at the Rialto, imported by The Danish State Film Central.

Central.

Biggest song hits are "Slow Boat to China" and "You Call Everybody Darling."
"Waterloo Bridge" (M-G) is again being revived, at the Park, and drawing record crowds.
Beniamino Gigli such a big success at the K. B. Hallen, that the Carlton is showing his 15-year-old German film, "Forget Me Not," with good results.

Manila

Mexico City

Washington

By Florence S. Lowe

out at third May

Hollywood

Robert Ryan laid up with a virus

attack.
Henry King celebrated 35th anni as a director.
Tim Holt to Plainview, Texas, to start rodeo tour.
Bill Rice resigned as assistant publicity director at Warners.
Harry Brand returned to 20th-fox desk after month in east.
Ann Richards bought legit play, "in the Spirit," for local production. Charlie Freeman back at Inter-state booking desk after fortnight vacation. Southern Methodist U students organizing co-op summer theatre

tion.

Clara Bow and Rex Bell in town
on vacation from their Nevada

on vacuation of the control of the c

Southern Methodus O students or ganizing co-op summer theatre on campus.

June Aliyson, here for p.a. at preem of "Stratton Story," a visitor to Margo Jones' Theatre 49.

Illona Massey, here with Tommy Dorscy band, returns to Dalias this summer for Starlight Operetta.

Paul Beisman, St. Louis Muni Opera chief, arrives this week on annual goodwill tour of southwest. Bucky Harris and Jerry Evans in town beating drums for U-I's "Calamity Jane and Sam Bass," opening June 8.

Peter Mennin, 25-year-old Juillard instructor, commissioned to write symphony for Dallas Symphony Orchestra.

vision after 10-week tour of eastern states.
Jimmy Durante doing his old
schnozzola act for Los Angeles
Police Show.
George Raft will sizzle at next
Friars Club roadmaster dinner,
with George Jessel as chef.
John Payne chipped a bone in
elbow during screen fight with Lon
Chaney in "Captain China."
Si Fablan to be honored at a testimonial dinner for benefit of
United Jewish Welfare Fund.
Dr. Jaks checked into the Thunderbird, Las Vegas, for four weeks
of his "mental experiments" nitry
act.

of his "mental experiments" nitery act.
Frank Boucher gandering Hollywood on way back to Washington, D. C., after attending Variety Clubs convention.
Virginia Mayo will be "Governor for a Day" of Colorado during world preem of "Colorado Territory" in Denver.
Lou Costello bedded by rheumatic fever, pushing back start of "Abbott-Costello in Forcign Legion" for three months.

Riviera

By Margaret Gardner.

Anita Colby at the Carlton. Wesley Ruggles at Cannes' Hotel Majestic.

ajestic. Louella O. Parsons expected this

Louella O. Parsons expected this week in Cannes.
Andre Gide left Nice after a brief sojourn in a local clinic.
Jane Hylton, Rank star, 'having madh her first air trip, back to London after a week in Nice.
King of Sweden leaving Nice by Blue Train for Paris in his regat suite, reserved as usual for "Mr. G."

Manila

New radio station is scheduled for next month in the southern Philippine port city of Davao.

Film actresses and actors invaded Congress asking for reduction of taxes on Filipino films. Group was led by Milo del Sol and Leopold Salcedo.

House of Representatives' committee on Ways and Means has recommended immediate slashing of taxes collected in theatres and other amusement places.

Elmer R. Davis, veepee and di-Bill Robson to Paris to meet his wife and children, arriving by TWA from Hollywood to join him

other amusement places.

Elmer R. Davis, veepee and director of Consolidated Amusement Co. in Hawaii, and owner of the sland's largest theatre circuit, is in town buying Filipino pix for showing in his chain.

Two local film stars, Gloria Yateo, professionally known as Mona Lisa, and Fernando Royo, filed a complaint against Supreme Pictures producer Rufino Ocampo, charging failure to fulfill contracts. Robert Mitchum bought a house at Acapulco.
Cantinflas (Mario Moreno) nursing an injured leg.
Ester Fernandez, pic actress, out of action with Kleig eyes.
Ramon Mendoza, novice bullfighter, died of goring wounds.
Eric Cugat doing well with his cocktail lounge, Tropicana Cugat.
Jorge Negrete playing lead in the pic, "Luvia Roja" "Red Rain"), that Rene Cardona is directing.
"Holiday on Ice" troupe thawing out at Acapulco after closing its third and shortest stand here

wife and children, arriving by TWA from Hoilywood to join him in Cannes.

Milt Reynolds, wife and daughter, playing golf every day at Cannes Country Club, until rain forced them indoors.

Si Seadler, Metro ad manager in New York, accompanied by wife, Dodo, left Cannes, after a week's stay, for Turin, Italy.

Martine Carol, accompanied by her future husband, Steve Crane, called press conference to announce a legal suit against a French weekly for aileged "insuits." Crane at work on a Hollywood scenario, reportedly about cigaret smuggling on the Riviera.

Rita Hayworth and Ali to Paris, reportedly to choose final dresses for her trousseau. Wedding now said to be May 23. He has accepted the presidency of the Horse Jumping Society of Antibes-Juan-Les-Pins. Rivierites recall that it was at the opening of the season last year that he first presented Miss Hayworth to his friends and public.

Las Vegas

Billy Vine on Flamingo return, supported by Ben Yost's "Four Col-

May 1.

Rodolfo Landa is the new general secretary of the actors' section of the Picture Production Workers Union (STPC).

Rodolfo Usigli, novelist-scripter, chosen by the Mexican pic industry to represent it at the forthcoming European film fairs.

Billy Vine on Flamingo return, supported by Ben Yost's "Four Colleens".

Nora Eddington Flynn due for the usual six weeks at El Rancho Vegas with her children. Ditto Mrs. Dean Martin (and Leroy Lewis).

Herb McDonald, formerly of Club Bingo and onetime MCA man in Hollywood, newly appointed p.a. for El Rancho Vegas, replacing Jack Melvin.

Johnny Mack Brown in town as top guest for Helldorado Week celebration, riding in front of the daily parades and opening the nightly Helldorado rodeos.

Robert Hitchum and family, guests at nearby Lake Mead Lodge for vacation outdoors fishing, boating, swimming and seeing workings of Hoover (Boulder) Dan.

Recording company organized here recently called Range Records Co. by Gus Magnus. First platter is number called "Las Vegas Bound." Outfit will deal mostly in western songs. "Rochester." of the Jack Benny "Rochester."

outh will deal mostly in westersongs.

"Rochester." of the Jack Benny show, reportedly in on negotiations for purchase or lease of Nevada-Bilmore Hotel here. Comedian, a visitor recently, was said to have plans for swank night club.

OBITUARIES

LILLIAN FOSTER

Lillian Foster (Benson), 63, legit actress, died in New York, May 15.
Miss Foster became ill last February while playing support role with Madeleine Carroll in "Goodbee My Fancy."

Miss Foster became in answering the playing support role with Madeleine Carroll in "Goodbe, My Fancy."

During the late '20s, Miss Foster won acclaim in the stellar role of "Conscience."

In recent years she had not been seen in many shows, but she was highly regarded by producers who wanted an experienced actress capable of filling a role on short notice. Such a situation occurred in 1946, when "The Magnificent Yankee" opened in Wilmington, Del. At that time Dorothy Gish, who played femme lead, came down with the "flu," and Miss Foster took over the part.

Miss Foster had prepared herelf for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such thespian feats by plenly of preparatory work in 1900 for such the play in 1900 for play in

PATRICK J. CAIN

PATRICK J. CAIN

Patrick J. Cain, 70, former proprietor of Cain's Theatrical Warehouse, died in Flushing, N. Y., May 13.

Son of a former policeman, John Cain, who founded the firm, he inherited the business, which came to be known as "the Limbo of

HELENE VINCENT

May 12, 1949

EDDIE MILLER

Broadway shows," and devoted his career to it.

It was the common sport of drama critics when they did not like a new show to label it "a typical Cain success."

In spite of the wide publicity he received, Cain almost lost his business in 1937, partly because some of the major producers had founded their own storehouses.

"When the road went, our business went," Cain explained. "But if the rural districts ever want to see live actors again, we can still open those upper floors." He hungon for another year, and then retired.

tired. It had been the custom of the road companies to buy second-hand scenery from his warehouse, and when the films 'cut into the number of traveling companies, it hit Cain's hard. The passing of vaude-ville and the legal troubles of the burlesque houses—both of which also went in for Cain's slightly used scenery—were other factors. Surviving are two sons and two daughters.

WILLIAM J. KELLY

WILLIAM J. KELLY

William J. Kelly, about 74, a legit character actor, died of a heart attack May 17 in New York. He was attending a council meeting of The Lambs when stricken. By coincidence, Kelly played an aged millionaire whose death from heart failure was an important plot development in "The Biggest Thief in Town," a comedy by Dalton Trumbo that had a bricf run on Broadway recently.

As a young man in his native Boston in 1900, Kelly became interested in the stage when he saw Richard Mansfield there in "Beau Brummel." He said he never recovered from the excitement of that performance. He attended the American Academy of Dramatic Art in New York and made his acting debut in a supporting part in the original production of "Ben Hur," later succeeding William Farnum in the title role.

He was a leading man for 20 years, appearing in such plays as "Seven Days Leave." "The Big Chance," "The Lily." "The Truth." "The Melody of Youth." "The Sign on the Door." "The Sign on the Door." "The Scandal" and "The House Next Door." In recent years he played character parts in "You Can't Take It with You," "You Can't Take It with You," "You Can't Take It with You."

The House Next Door." In e Sign
The House Next Door." In recent
years he played character parts in
"You Can't Take It with You,"
"The Doughgirls" and, earlier this
season. "The Leading Lady."
Wife survives.

ELMER KENYON

Elmer Kenyon, 62, theatre lecturer and press-agent, died after heart attack at his home in Pitts burgh, May 13. After 12 years o teaching in Pittsburgh, he became became Theatre teaching in Pittsburgh, he became an advance agent for the Theatre Guild, returning to Pittsburgh in 1931 to head the Carnegie Tech Drama School until 1936. For a decade after that, he agented a number of touring attractions, retiring in 1947 on account of ill health.

tiring in 1947 on account of ill health.

Kenyon was known among producers during his teaching days for the way he promoted classical drama, arranging big student parties whenever the works of Shakespeare or Shaw would come to Pittsburgh. He was an accepted authority on the Bard. Kenyon's father, the late Thomas Kenyon, built the Kenyon theatre, now a Warner film house, and his brother, T. Thomas Kenyon, managed the old Pitt for the Shuberts for a long time.

Survived by mother and brother.

MAX PLOHN

MAX PLOHN

Max Plohn, 75, former manager and operator of road legits, was killed May 13 when he fell or jumped from room at the Wickersham hospital, New York. He had been under treatment there.

He had been in show business

been under treatment there.

He had been in show business for 35 years. At one time he worked as a treasurer for Klaw & Erlanger and later managed their New Orleans theatre.

He and a brother, Edmund, later became managers and operators of road companies including "The Telephone Girl," "The Black Crook" and "A Message from Mars."

He was a member of the Green Room Club and The Friars.

HUGH KINGSMILL
Hugh Kingsmill, 55, authorplaywright, died in Brighton, England, May 15.
Captured and imprisoned by the
Germans during the first World
War, Kingsmill wrote three short
plays during his internment.
These were staged by a company of
French, Belgian and English officers. In 1919 his first novel "The
Will To Love." was published.
Among the other books he authored Will To Love," was published. Among the other books he authored is "Boswell Without Johnson." Survived by three daughters and

two sons.

CHARLES A. LODER

Charles A. Loder, 91, actor and producer, died in New York May 14.

May 14.

Born in New Jerusalem, Pa.,
Loden began his career at 15 as a
Dutch comedian in George K. Fortuguse's production of "The Grand
Duchess." He had a similar part
in "The Prince of Plisen."

He also played in vaudeville and
burlesque. Among his productions
were "Hilarity." 'On the Go" and
"Oh, What a Night."

PETER BENARD

PETER BENARD

Peter Benard. 69. president
emeritus of Bridgeport Central
Labor Union vice-president of
Connecticut Federation of Labor
and organizer of Bridgeport local
of Motion Picture Operators
Union, died May 15 at Bridgeport,
Conn. He was for years projectionist at Warner theatre there.
Survived by two sons and three
daughters.

EMILIO DE GOGORZA
Emilio de Gogorza, 76, former
operatic baritone and voice teacher, died in New York, May 10. He
was the husband of Mme Emma
Eames, who had been a leading
soprano with the Metropolitan
Opera Co.
In addition to a fabulous careerin opera he had also done recordings for the Victor Phonograph
Co.

HELENE VINCENT
Helene Vincent, former vaude
performer, died in New York, May
13. She was partnered with Eddie
Miller from 1910 to 1918.
They appeared on the KeithOrpheum circuit and were also
featured in the London revue
"Come Over Here."

CHARLES M. MERSEREAU Charles M. Mersercau, 78, N. Y. rep of Jay Emanuel Publications, died in his home at Piermont, N. Y., May 11. He was the father of Donald M. Mersercau, associate

publisher and general manager of Film Daily, N. Y. trade paper. In addition, he is survived by wife and another son.

GEORGE FELIX

George Felix, 83, former vaude performer died in New York, May 12. Felix had appeared with his wife, the late Lydia Barry, in top

vaude houses throughout the country

try.

He also appeared in several legit productions including "Babes in the Woods" and "Aladdin."

JACK JENNINGS JACK JENNINGS
Jack-Jennings, 52, for 12 years
salesman in Republic's Boston
branch, died May 11 at his home
in Quincy, Mass.
He leaves a wife and three
children.

DOROTHY M. COOK Dorothy Michels Cook, traffic director for radio station KFWB, died of virus pneumonia May 11 in Hollywood. Remains were flown to New York for burial.

MICHEL HAVARD

Michel Havard, 88, French musician and symphony conductor, died in Santa Monica, Cal., May 14.

He came to the U. S. two years

DAVID B. NEWMAN
David B. Newman, 67, retired
concert pianist, died at Bergen
Pines Sanatorium, Paramus, N. J.,
May 11.
Survived by wife, daughter and
a brother.

HUSON C. DUNCAN
Huson Campbell Duncan, 55,
playwright and scripter of the
"House of Mystery" radio series
on WOR, N. Y., died in New York,

on WOR, N. 1., May 8.
In addition to current series, he had written other radio programs. Survived by wife.

PAUL HORWITZ

PAUL HORWITZ
Paul Horwitz, 58, veteran Milwaukee showmen, died in Minneapolis last week, where he was manager of the Alvin, burlesque house, for the past three seasons.
Burial was in Milwaukee.

Mother, 59, of Gene Pleshette manager of Paramount theatre Brooklyn, died May 15, at her home in New York. Survived also by husband and two other

Widow, 65, of Gilbert Freedman, former theatre chain owner, died in Yonkers, N. Y., May 16. Survived by three sons, including Harold W. Freedman, theatrical exec; a daughter and a brother.

Father, 76. of Ben Shlyen, pub-lisher of Box Office, film trade paper, and Jesse Shlyen, its man-aging editor, died in New York May 16.

Novie Olin Ross, 19, operator of a film theatre at Matthews, N. C., was instantly killed in an automo-bile wreck near Charlotte, N. C., May 10.

Mother, 75, of Patrick Duggan, Samuel Goldwyn Productions' vee-pee, died at her son's home in Beverly Hills, May 16. She also leaves three daughters.

Father, 81, of Rudy Vallee, radio and film singer, died in West-brook. Me., May 12. Another son and daughter also survive him.

Mrs. Samuel Kerner, 35, wife of the co-owner of station KWIK, died May 11 in Burbank, follow-ing an overdose of sleeping tablets.

Mother, 83. of Tony Bessan, program director for KMAC, San Antonio, died there May 12.

Alfred J. Legace, 59, accountant for 26 years on the Paramount, died May 12 in Burbank.

Charles M. Baldra, 50, film cow-poke, died in Hollywood, May 14 when his ear was struck by a train

Father, 64, of Herb Shriner, ra-o comedian, died in Toledo, May

Irving Berlin

Continued from page 1 :

piano from the West 51st street Berlin Music Corp. offices across 7th avenue to the Columbia Re-cording Studios at 52d street. Vec-pee Manie Sacks liked the idea cording Studios at 32d street. Vee-pee Manie Sacks liked the idea that if the composer could indicate, via personal demonstration, the proper interpretation of the "Lib-erty" songs, that must be a definite plus factor for the artists, many of whom reside in Hollywood. Sacks whom reside in Hollywood. Sacks influenced Berlin to personally record 10 of the show's 18 tunes, and liked the idea so well that this undoubtedly will set a pattern for all big musicals, stage or screen. Sacks and Berlin both agreed that this 1000 termine of the ald "down." this 1949 version of the old "demonstration" should be extended to every disk artist for the other ma-

manship and human appeal of the

manship and human appeal of the No. 1 songsmith songplugging in this novel manner, the demonstration disks already are collectors items. Berlin has presented in thinates with sets thereof, and, of course, the w.k. piping Berlin voice, attempting to interpret the more robust Berlin song creations, has special sentimental appeal to all show business.

Incidentally, a recap of "Annie Get Your Gun" shows the Berlin score totaling probably the record number of recordings—91 in all. There were 27 different licenses issued for waxing "They Say That Falling in Love 1s Wonderful": 12 for "Doing What Comes Natural-Falling in Love 1s Wonderful": 12 for "Doing What Comes Natural-Falling in Love 1s Wonderful": 12 for "Doing What Comes Natural-Falling in Love 1s Wonderful": 10 cach of "Sun in the Morning" and "Girl That I Marry"; nine of "Who Do You Love, I Hope"; "Lost in His Arms," eight different pressings; four of "There's No Business Like Show Business"; three each of "Anything You Can Do Better)", "Moonshine" and "Man With the Gun"; and one each of "Indian Too" and "My Defenses Are Down."

The current prolific recorded score of Rodgers & Hammerstein's "South Pacific" has 83 different pressings. Cole Porter's "Kiss Me, Kate" totals 80. The strong manner in which "Miss Liberty" is being pressed—10 sides by Columbia, by its various artists, apart from the 10 sides when the album is made later with the original cast—indicates another peak number of waxings for any legit musical.

In connection with the peacetime version of "This Is the Army," which the American Legion would like seen done, Berlin was approached by Army Emergency Relief some months ago and said he would comply "if the Army insisted." But his private opinion was "that the job had been realized and turned over to Army Relief; that any postwar remake might be anticilimactic and

\$9,500,000 net had been realized and turned over to Army Relief that any postwar remake might be anticlimactic and might undo the work for which "This Is the Army regional".

work for which "This Is the Army' was originally primed."
Incidentally, the first rehearsal of "Miss Liberty" saw the three producers' wives attending a rough read-through of the entire script. Hart did it, as his wife, Kitty Carlisle, and Mrs. Madeline Sherwood, along with the entire stage crew, cast and choses, were present to get the and chorus, were present to get the "feel" of the script and songs. Latter were ad libbed by the songsmith, a la his disk demonstration recordings.

recordings.
It's figured to bring the show in at between \$185,000 and \$200,000.
Production is owned three ways equally among Berlin, Sherwood and Hart. Berlin has retained all of his 33%, except for sentimental "pieces" to his three daughters, but Hart has cut in his usual syndicate (Joe Hyman & Co.), and Sherwood also has cut in the Playwrights Co.

MARRIAGES

MARRIAGES

Eileen Hanrahan to Walter
Flynn, Schenectady, N. Y., May 7.
Both are on the staff of WRGB,
tele station, there.
Elizabeth Patricia Stubbs to
Charles Mitchell, Dublin, May 9.
He's an actor with Longford Productions.
Ann Bell van Santvoord to
Charles Brace Gilson, Larchmont,
N. Y., May 7.
He's program director of WTYC. Rock Hill, S. C.
Elizabeth Hughes Johnston to
Herbert Butler, Spokane, Wash.
April 23. Bride is youngest daughter of Eric Johnston, president of
Motion Picture Assn of America.
Sheila Baker to Loren Carroll,
London, recently. Bride is in the
Newsweek London office; he's
head of Newsweek in Paris.

BIRTHS

BIRTHS

Mr. and Mrs. Walt Whaley, daughter, Hollywood, May 7. Mother is Frances Budd, screen actress; father is assistant casting director at 20th-Fox.

Mr. and Mrs. Al Gordon, twin daughters, Hollywood, Feb. 13. Father is a radio newsman.

Mr. and Mrs. Samuel C. Zurich, daughter, Columbia, S. C., May 11 Father is WIS staff announcer, NBC affiliate there.

Mr. and Mrs. Lionel Poulton. son. Pittsburgh, May 10. Father's a KDKA producer.

Mr. and Mrs. Billy Cover, son, Pittsburgh, May 5. Father's a vocal coach and former band singer.

Mr. and Mrs. Goddard Lieberson.

singer.
Mr. and Mrs. Goddard Lieberson,
son, New York, May 10. Mother is
Vera Zorina, ballerina-actress;
tather is vecpee of Columbia Records.

onstration" should be extended to every disk artist for the other major companies.

Apart from the obvious show-

Pix Talent Hunt

Continued from page 1

trend. According to Paramount's eastern talent head. Boris Kaplan, the New York agents have begun to understand Hollywood's finanto understand Hollywood's finan-cial problems in their contractual dickerings. "By giving the new-comers a chance," Kaplan said, "we are doing the double job of saving money and developing saving money and developy young actors as replacements today's stars."

Another potent factor benefit

today's stars."

Another potent factor benefitting
the new faces is the current accent
on documentary-type films. This
type of picture, said Gene Martell,
Paramount's eastern test director,
has thrown the traditional typecasting methods into the dust-bin.
Filmgoers actually prefer unrecognized faces for the ordinary manon-the-street roles in the decumenon-the-street roles in the documen-taries. Martell said the new actors taries, Martell said the new actors excite a greater sense of identification between the spectators and the celluloid characters. And that sense, he added, is essenital in any successful film.

Metro's Eastern Foursome

Quartet of young New York ac-tors are getting practical screen tests by Metro in "On the Town," tests by Metro in "On the Town," which is now being shot in the east. Foursome are among six players hired in New York to fill out the cast of the film, which is being directed by Gene Kelly.

If any of the youngsters click as result of their "Crew" are the second of the secon

If any of the youngsters click as result of their "Town" appearances, they'll be handed termers. Chosen by Metro's eastern talent topper Al Altman, they are Judith Evans, John Lupton, Gene Anton and Gerrit Waldberg. Also hired in New York for the pic were Bern Hoffman and Loring Smith, latter just out of the legiter "Happlest Years."

Jehn Hagen legit player emof the youngsters click as

Jean Hagen, legit player em-ployed for Metro's "Side Street," which was recently also on location in New York, arrived on the Coast 10 days ago and bee been days ago and has been handed 10 days ago and has been handed an assignment in George Cukor's "Adam's Rib," Spencer Tracy-Katharine Heoburn-starrer, and lined up tentatively for "Ambush." She was in "The Traitor" on Broad-

way.
"On the Town" company will wind up eastern shooting this week.

Chi's Bon Air Reopening

Chicago, May 17.
Bon Air, which has been shuttered since before the war, is set
to reopen in the next few weeks.
Former casino operated by Bill Johnston was heavy user of nam talent

Spot is being refurbished at estimated cost of \$25,000.

Variety Bills

Continued from page 47 =

Old Roumanian Sadie Banks Bob Flitzgerald Carmen Montoya Mickey Freeman Joanne Florio Pauline Bryant Shotsie Davis Rosetta Davis Estrelita Lucille Dixon Versallies Nancy Donovan Bob Grant Ore Panchito Ore Joanne Florio
Joe Lal'orte Ore
D'Aquila Orc
Pentheuse
Marilyn Cantor
Mervyn Vye
Kurt Maier
Rivier

Jeff Clay
Walter Nve Orc
Lecuona Boys Orc
Savennah
Billy Daniels
Teddy Hales
DePaur & Toulag
Manhattan Paul
Ida James
Ruth Mason

Panchito Ore
Village Barn
Red Ingle Ore
Karen Tedder
Masked Marvel
Nostrom 3
APPEN & Noble
Village Vanguard
Josh White
Roger Price
Marian Bruce
G Willams 3
G Waldorf-Astoria
Eddy Duchin Ore
Mischa Borr Ore

CHICAGO Hotel Stevens "Skating Circus" Betty Atkinson Charles Hain Wonder Wheelers Brinckmann Sis. Skating Blvdeare Charles & Lucille Jack Raffloer lerry Mapes (6 & B Du Ray Gloria Bondy Burday Rust

Lena Horne D. La Salle Orc (12)

Chez Paree
Tony Martin
Gene Baylos
Chez Paree
Adorables J Rodriquez Ore C Davidson O (11) Manor & Mignon Pann Merryman

Al Morgan Suzanne King Johnny O'Leary Billy Chandler Orc

Hotel Bismarck ass Franklin onica Moore iss Franklin onica Moore oni Gauer Brewer Orc H Edgewater Beach Buddy Morino Ore Marianne Fedele Preston Lambert D Hild Dancers (6)

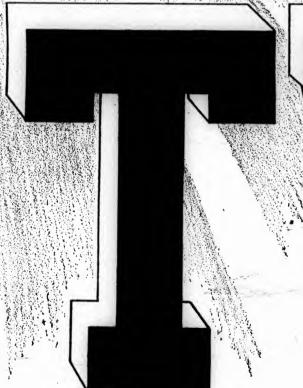
Preston Lambers
D Hild Dancers
Charlie Carts
Di Gitanos (2)
The Carltons (2)

John Kriza
Rich Ann Keesun
Line Braun
Silver Frolics
Thrie Lawler
Jinmy Ames
Frolic Loveles
Bud Prentice Ore vid Prentice On Vine Gardens Lind Bros (3) Wickey Share Veine

Palmer House
Barclay Allen O
T & S De Marco
Warkarct Phelan
(one to fill)

one to fill Sherman Hefel Harry Halb Bill Snyder Ore Salute to Rodgers & Hammerstein Honey Dreamers Ralph Sterling John Kriza

BROADCAST MUSIC, INC.
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SINCE

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PRICE 25 CENTS

LOW-COST RADIO IN BIG PAYOF

Vauders' Drive to Get Paid at All Benefits; K.O. the Theatre Authority

A conference early this week-between Henry Dunn, American Guild of Variety Artists' treasurer, and Bob Weitman, Paramount theatre, N. Y. managing director, resulted in an agreement whereby AGVA would permit Weitman to run the Mt. Sinai Synagogue benefit slated for tonight (Wed.) at the Academy of Music, Brooklyn, In return. Weitman told Dunn that he would not chairman any more benefits without permission from MGVA even though Theatre Authority clearance had been previously issued.

Crackdown on the Mt. Sinai

viously issued.

Crackdown on the Mt. Sinai (Brooklyn) benefit was the result of AGVA's feeling that too many free shindigs have been held recently to the detriment of performers and show business at large. AGVA is now clearing its own benefits in an effort to eliminate promoters who get as much as 50% of free-shows' gross. It's been AGVA's contention that as long as promoters get most of the cream AGVA's contention that as long as promoters get most of the cream off the top, and musicians, stage-hands, the hall, caterers and others are paid, then the performer should also get his fee.

As a result, in a quartet of benefits held last week at Madison Square Garden, N. Y., three shows (Continued on page 47)

Benny's Once-a-Month Kinescoped TV Show Set for Lucky Strike

Jack Benn will do at least one live television show a month starting in the fall for American Tobacco, to augment the eiggie firm's weekly program built around comedienne Martha Raye. N. W. Ayer ad agency, which handles the accountlast week put Miss Raye under option but has not yet decided on the format of her show.

Lucky wants Benny to concent

For Famous Blues Tune

St. Louis, May 24.
William C. Handy, whose "St.
Louis Blues" has brought fame to
Missouri's metropolis, will be memorialized in the permanent inprovements in the riverfront Jefferson Memorial National Park, according to plans by Joseph M.
Darst, St. Louis' newly elected

Darst reveals Handy said he would furnish the old piano on which he composed the famous ditty and other objects connected with his work.

Billy Rose Mulled As Director Of Aussie's '56 Expo

Sydney, May 17.
Civic authorities and other local leaders are reported planning an invite to Billy Rose to set up entertainment for an international exhibition here in 1936. Exhib would include all Aussle industry, but also the greatest entertainment pageants ever staged here, from aquacades to Shakespeare.
Understood that top local showmen, like Sir Ben Fuller, have given Rose a terrific boost to the authorities, who'll soon be laying down blueprints for the 1956 event, which is planned to link with the (Continued on page 20)

(Continued on page 20)

Blevins Davis' Cultural Pitch for Rus.-U.S. Amity

being but has not yet decided on the format of her show.

Lucky wants Benny to concentrate on his Sunday night radio stanza and thus the TV program will remain on an experimental hasis. It it is found that he has time enough to do more than one TV show each month, then the schedule might be stepped up to a bi-weekly basis. Show will be kinescoped on the Coast for show (Continued on page 54)

Berles Remarrying

Joyce Matthews and Milton Berlewill remarry June 16, and the next day leave for the Coast and the comedian's Warner Bros. pleture deal to make "Always Leave Them Laughing;

Miss Matthews, an actress, divorced Berle almost two years ago when she found she couldn't reconcile her domestic life with his career. They had been may adouted three-year-old daughter, Victoria.

TOP-COIN SHOWS

By GEORGE ROSEN

The era of top-budgeted radio shows, regardless of name value, is snows, regardless of name value, is vanishing. The unprecedented number of topflight personalities and expensive programs getting their cancellation tickets from sponsors this season sharply re-flects the thinking of radio's heavy bankrallers. bankrollers.

fleets the thinking of radio's heavy bankrollers.

Clients are no longer willing to plunk down \$20,000, or even \$15,000, a week for a star-name program. This is a buyer's market, and the advertising agencies and the sponsors will talk terms only if there's a \$5,000-to-\$7,500 price tag attached. Even \$10,000-a-week packages, regardless of their Hooper in the past, are getting much greater deliberation.

The necessity of siphoning off radio coin for television despite the limited and restricted-to-keycities TV audiences), plus the amazing Hooper payoff this season of low-priced packages, are the two principal factors that have clinched the sponsor's argument in favor of the

the sponsor's argument in favor of cheap-prized shows.

One of the top execs of General Foods, one of radio's top spenders, only this week made the off-the-cuff observation to Variety: "Even (Continued on page 34)

Coin-Conscious Webs Say 'Dance'

With word passed along at the networks to keep down the cost of summer programming, it looks like this summer will spark a revival of the "dance band remote" season. The webs figure the few hundred dollars cost for line charges may solve a lot of program financing headaches.

Even at CBS the "cut, cut, cut" edict has gone out. Usually the Columbia program boys have liberal budgets to play around with, even for summertime programming.

tor summertime programming.

But the TV expenditures have caught up with CBS, as with the other webs, with the resultant AM

SPONSORS PASS UP Video Losing 'Peep Show' Slur As Larger-Screen Telesets Increase

Joe Brown, Earl Wilson To Do Lecture Series

To Do Lecture Series

Minneapolis, May 24.

Joe E. Brown, embarking on a lecture career, will be one of the "attractions" to be presented next season by the St. Paul Women's Institute, sponsored by the St. Paul Pioneer Press-Dispatch newspapers. His subject will be "Laughter Is Holly."

Earl Wilson, N. Y., Post syndicated columnist, is also on the schedule, the announcement stating he will bring "a new and intercsting slant on the great and near great."

Out of Town On 'Miss Liberty'

Scalpers are apparently already trying to "dig" tiekets for Broadway hit shows through Swern's department store. Trenton, although sale of scats there doesn't start until next Monday (30). The store received a number of mall orders last Saturday (21) for the forthcoming musical, "Miss Liberty," but forwarded them to the show's management in New York. All had been sent from New York. It's figured curious that those

had been sent from New York.

It's figured curious that those who sent the mail orders addressed them to the Trenton store, rather than to the producers, Robert E. Sherwood, Irving Berlin and Moss Hart, or to the Imperial theatre. the Broadway house where the musical will open July 7. Since mail orders are now a common method used by scalpers for "dizging", tickets, those sent to Trentontom to the produced of t

(Continued on page 20)

Bridgeport's First

P. T. Barnum Festival
Bridgeport, May 24.
First annual Barnum Festival honoring the famed showman.
Phineas T. Barnum, has been set for five days starting June 10.
This summer's strawhat circuit will be studded with an unusually large roster of top Broadway and Hollywood names. Par for the course on the barnyard circuit for film players is \$1,000 to \$1,500 a y week.

Tops, however, is a 100% legit, star, Tallulah Bankhead who hits the haylofts May 31 with a two-week engagement in Noel Coward's "Private Lives" in Olney, Md., at \$5,000 a week. She'll follow at Princeton June 20, with later dates (Continued on page 19) roin Bethel. Conn., to Phineas T.
Barnum's statue in Seaside Park
here. where a perpetual memorial
light will be ignited, a Big Top ball
at the State Armory, street
parades, a clambake to which all
New England governors and mayors of 19 other Bridgeports in the
U. S. will be invited, watershow,
at helicite events and others.

A permanent corporation has
been set up to handle the event.

A permanent corporation has
been set up to handle the event.

A permanent corporation has
been set up to handle the event.

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been set up to handle the event.

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been set up to handle the event.

A permanent corporation has
been set up to handle the event.

A permanent corporation has
been set up to handle the event.

A permanent for Born?

Hollywood. May 24.

Possibility of Rita flayworth appearing in "Born Yesterday" for
Columbia will probably be diseussed with her by director Charles
vidor, who planed to France Monday (23) to attend her wedding to
Prince Ally Khan. Play, still on
Biroadway, was bought by Columbin several years ago.

Shooting of the film has been
held up because of scripting and
casting difficulties.

Increasing proportion of larger screen telesets being sold may soon climinate the old epithet that video is a "peep show" and may have an impact on the medium's content

an impact on the medium's content and technique.
Large N. Y. retail chains like Davega and Vim report that percentage-wise more 12-inch and 16-inch receivers are being bought, while sales of seven-inch models are plummeting. Jerry Kaye, salesmanager of Bruno-New York, RCA-Victor's metropoiitan distrib, says that his firm is selling every 16-inch set it can get its hands on.
Commenting on the implications of more big-screen telesets, Gilbert

inch set it can get its hands on.
Commenting on the implications of more big-screen telesets, Gilbert Seldes says that TV's dependence on the out-size closenp, will be lessened. Seldes, who headed CBS-TV's program department from 1937-45 and now is a prof at a video school, adds that at present tele relies on closeup and medium shots, which emphasize character and emotion, while films can use long shots, which stress action.

Bud Barry, ABC's TV v.p., feels that while directors are now thinking in terms of 10, 12 and 16-inch sets at home, he doesn't believe there will be much change productionwise until even bigger screens are commonplace.

Aside from monetary considerations, size of screens is limited by size of the viewing room. According to optical experits, best viewing distance is from four to eight times the diagonal of the screen.

Thus people should sit between five and 10, feet away from a 16-inch screen.

Greek Contraito Looks Like Another Sleeper For Columbia Art. Mgt.

FOR Columbia Art. Ingl.
Columbia Artists Mgl. which came up this winter with a boxoffice bonanza in the Bulgarian soprano Ljuba Welitsch, who was a click at the N.Y. Met., apparently has another sleeper in a Greek contralto named Elena Nikolaidi. Latter came into New York this winter completely unheralded, and put on a song recital in late January at Town Hall on her own, with no managerial supervision. Columbia merely booked her in for the usual fee.

fee.

Reviews next day were raves, the

(Continued on page 55)

Hayworth for 'Born'?

The Old Palace on B'way Clicks Big In Four-a-Day Vaudfilm Revival

MISCELLANY

ago-on March 24, 1913-Martin Beck opened the Palace theatre on Broadway as the flagship for bigtime, two-a-day vaudeville. bigime, two-a-day vaudeville.
Last week produced possibly another historic date—May 19, 1949—when vaude returned to the Palace after being in straight pletures since 1935. And the revival, on a four-a-day basis, plus a film—has a good chance to stick.

It's a different type of variety.

It's a different type of variety, more like the abortive vaudfilm which the Palace tried in 1935 as its last gasp, three years after the

Palace's Socko 27G

Palace's Socko 27G

First week of vaudeville ace. N. Y., ending tonight (Wed.) may wind up with close to \$27,000, virtually capacity for spot and terrific for initial stanza at current scale. House hit \$19,500 in first four days, taking in Saturday and Sunday, which is better than done at Palace in full seven days in recent weeks with straight-film policy. Getting only 55c at house opening weekdays, with 65c matinee scale and 95c on weekday nights. Spot lifts to \$1.20 top Saturday-Sunday, getting this price also on Sunday matinees, but even-so it is lower than many straight picture houses on Broadway. straight picture houses on Broadway.

Word-of-mouth on "getting change" from \$1 is excellent.

mecca of the bigtime two-a-day did an el foldo. Current policy is four-a-day, five shows on Saturday. Expunged by the advance of mechanized show business—talkers and radio—it's ironic that an ultra-modern development—television—should prove the common denominator in the return of flesh to this theatre.

The affection which the state of the should provide the should prove the common denominator in the return of flesh to this theatre.

to this theatre.

The affection which the Palace enjoys with the public was electrically demonstrated at that opening matinee last Thursday (19). Within two hours the event assumed the proportions of a midday "premiere." After a curtailed Warner Pathe Newsreel, Don Albert's "Strike Up the Band" and "No Business Like Show Business" (Continued on page 46)

(Continued on page 46)

London Critics See Two 'Snake Pits'; Sore at Cuts

London, May 24.

Unprecedented pre - premiere publicity has been accorded 20th-Fox's "The Snake Pit," which opened at the Odeon, Marble Arch, last Thursday (19),

As the censor had made cuts to-talling around 1.000 feet in the film, 20th showed the London crit the cut as well as the inexpurgat-ed version. Result was tremendous editorial splash, particularly among the dailies, with special frontpage stories, articles and other promin-ent displays.

ent displays.

Majority of the critics question
the logic of the censor in making
the cuts and also refer to the film
as one of the most realistic, if terrifying of experiences.

Slightly more than 36 years Gold Disk to Monroe For Millionth 'Riders'

Camden, N. J., May 24, RCA-Victor is preparing a gold recording to mark the 1,000,000 copy of Vaughn Monroe's "Riders in the Sky" to roll from its presses. Presentation of the disk will likely be made by Victor's Jack Williams

when Monroe plays Hershey Park, Hershey, Pa., May 28. At the moment, slightly more than five weeks since the disk was released. Victor has shipped al-most 900,000 copies of the recordrecord-

most 900,000 copies of the record-ing to dealers (which doesn't mean sold) to distributors. It's perhaps the fastest hit in the modern rec-ords of the company, and Victor figures it a cinch to eventually equal Monroe's "Ballerina," which went over 1.500,000 copies.

went over 1.500,000 copies.

At the same time Monroe is given his gold copy of "Riders," he'll get another gold one to mark the 1.000,000th achieved by his "There, I've Done It Again." Actually this disk has by now gone over 1.300,000, but it was a hit during the war when Victor had no time for such fanfare.

Paris Runaround By Borrah Minevitch

Paris, May 21.
William Morris' Johnny Hyde
over to discuss picture plans with
Rita and Aly.
Leo (Briefcase) Morrison littlemothering his "Operation Fatigue"
broad

nothering me brood.

Joe Pasternacks finally off to Rome after being hotel-bound account Mrs.'s wrenched knee.

Att. S. Jay Kaufman: Lambs' Anniversary program a great tribute to tradition, travail and Muses.

tribute to tradition, travail and Muses.

1949 come-overs go to bed and wake up with the same crack, "Could I have spent that much?"

Louis Pierre Guerin Mike Todded the "Skating Vanities 1949" right into a boxoffice smash. Signs of the Times: The big majors aren't using the swank George Cinq this year for their pix personalities cocktaileries—20th-Fox used the Raphael hotel for Celeste Holm; Neil Agnew, the Claridge; Warners' flung Errol Flynn's at the Lancaster.

the Claridge; Warners' flung Errol Flynn's at the Lancaster. 1949 Cads have to use one-way streets if they want to get around Montmartre or Montparnasse— they're too fat for the two-ways. Ethel Smith cancelled her Milan date 'cause she couldn't speak Italian—but accepted a week in Rome.

Rome.
Clifton Webb has the 20th outpost here trembling for fear he'll snub the press crowd.
Mrs. John Garfield ahead awaiting John.
Att: Lydia: Jim will climb the Matterborn before returning to Halte.

offy. The Riviera can't decide which

The Riviera can't decide which is worse—business or the weather. On the earrie: You could have heard a pin drop when Louella Parsons accepted a Cannes call from Rita at the George V bar

Bob Considine in from Berlin— you get a feeling the Biggies aren't gonna make Germany over this year as expected.

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"BILL AND COO"

Ken Murray's

Academy Award Film

House Group Probes 'Trusts' In Films. Radio

Washington, May 24.
A special subcommittee of the House Judiciary Committee was selected today (Tues.) to investigate selected today (Tues.) to investigate alleged monopolistic practices in pictures and radio. The subcommittee, chairmaned by Rep. Emanuel Celler (D., N. Y.), will hold a preliminary meeting next week and probably will begin hearings by next month.

Cost of the investigation will be defrayed from a \$30,000 appropriation voted the full committee last week. Meanwhile, the subcommittee expects to call in members of the Economic Council as well as experts of the Bookings Institution and the U. S. Chamber of Commerce for suggestions.

It's probable that the forthcoming probe will include a promised inquiry into the activities of the FCC by Rep. Francis Walter (D., Pa.), also a member of the subcommittee. Walter told the House recently that he'd look into violations of the FCC when the committee received the appropriation. Cost of the investigation will be

nittee received the appropriation.
Other members of the subcommittee include: J. Frank Wilson (D., N. Y.), Winfield K. Denton (D., Ind.), Earl C. Michener (R., Mich.), Clifford Case (R. N. J.), and Kenneth B. Keating (R., N. Y.).

Constance Bennett Co. In 'John Loves Mary' Play for Airlift Troops

Hollywood, May 24.
Constance Bennett and her company are set for a three weeks' tour in "John Loves Mary" to entertain the airlift troops in June at the German air bases. Company leaves June 4.

Plantificated her Land Land

Play, directed by Jus Addiss, of the Coast producing firm of Addiss & Rorke, will have in its east, besides Miss Bennett, Alan Hale, June Lockhart, Charlotte Greenwood, Binnie Barnes, Gene Lockhart, Hayden Rorke, Mac Daniels and Gene Ashley, Larry Johns, scene designer, will plane ahead to arrange for the sets, All services are donated, as are the lighting effects, props and costumes. Following the play's overseas run Addiss & Rorke have a picture commitment in Italy, before returning to resume legit production on the Coast. Play, directed by Jus Addiss, of

MARY McCARTY'S DISKS

MARY MCUARTI S DISAS

Mary McCarty, one of the femme
leads in the forthcoming "Miss
Liberty" legiter, has signed her
first recording deal. She'll cut four
sides for Columbia and is under
option thereafter. This is in addition to the "Liberty" album she
will cut with the original Broadway cast.

way cast.
Singer-comedienne has bowed
off the Admiral television series
and is rehearsing in the Robert E.
Sherwood-lrving Berlin musical,
which premieres June 13 in Philadelphia and opens July, at the Imperial, N. Y. Gloria Safier is her
agent.

Walter Winchell In New York

Doing the Old Soft-Shoe

Doing the Old Soft-Shoe

The big story on Broadway today is the rebirth of vaudeville. The truth is it never really succumbed. Its energies were diverted into different channels of entertainment. Down through the years you could hear the throb of vaudeville's heartbeat in films, radio, legit theatre—and now—television...Many of the leading stars and exces in today's greasepaint globe were weaned on the two-a-day... It served as an incubator for their talents. But more important: Daily contact with assorted audiences gave them an uncanny sense of showman-ship.. That glif (more than anything else) is why so many vaudeville headliners are still leading the parade.

In retrospect vaudeville takes on a rosy hue for those who were its performers—or enjoyed the performances. Actually it was a rugged world—bounded by dusty coaches, penny-ante salaries, chilly dressing rooms and colder audiences... It was filled with rebuffs and clisappointments. But it is a memory of youth. And like most youthful memories it is lit by candlelight—and remains glowing and warm.

Vaudeville was a rigorous school. It demanded a great deal—but it gave a great deal more to those willing to learn... George M. Cohan once declared: "As a kid in vaudeville I was often on the same bill with a hoofer that I thought was the best in the world, so I spent all my time trying to match him. It was the same way with songwriting, playwriting, and acting—there was always somebody a lot better than 1—and I worked to close up the gap. My notion is the guy who thinks he's tops isn't going to do much climbing."

Another bit of Cohan counsel: "The trouble is that too many people try to stop the show when it is just as tough to keep it going."

How the magic wand of showmanship operated is perhaps best exemplified by Ruth Draper. Her act was hissed off the stage in Pittsburgh, but manager John F. Royal had faith in her. He trimmed and tightened the act and switched climaxes.

Result: Ruth Draper was transformed into a headliner.

There are theorics galore about the two-a-day collapse. Undoubtedly, the scarcity of fresh material was a vital factor...Yet attempts to develop new routines were usually discouraged...One of the most successful vaudevillians was Victor Moore. He tried to change his act twice—and both times theatre managers forced him to drop the new ideas.

new ideas. Moore wow'd 'em for 3 decades with a skit called, ironically; 'Change Your Act or Go Back to the Woods."

No essay on the two-a-day would be complete without mention of the fabulous Eva Tanguay. She was Miss Vaudeville during the early 1900s. Audiences were electrified by the sheer force of her personality. Eva was frank enough to admit her success was based on exploitation alone—pointing out: "I am not beautiful. I cannot sing. I do not know how to act. I am not even graceful". But she knew how to provide fodder for the public prints—via backstage brawls and front-page scandals.

A manager once fined Eva \$100 for missing a performance. She paid it—then strolled on the stage, removed a knife from her handbag—and ripped the curtain into ribbons.

Another tempestuous temptress was Nora Bayes. She once wired vaudeville magnate E. F. Albee: "Beginning next week my salary must be \$10,000 per week"... Albee replied: "Your salary will remain \$1,000 per week"... Nora opened as scheduled, but after singing 8 bars of her first song she stopped the musle and announced: "That's \$1,000 worth of my act"—and walked off.

Many legit stage sparklers took a fling at vaudeville. Some of the drahma-fugitives gave the upturned nose treatment to regular two-acayers.. Tops in hamboling was Mrs. Patrick Campbell.

The noted stage actress appeared with the same company for 10 weeks—and never once spoke to the other members.

Here's a good illustration of Hollywood's debt to vaudeville. The Palace once displayed an old-timers' bill composed of former head-liners who had skidded into oblivion. One act clicked big. It resulted in a film contract—for Marie Dressler.

One of the most important contributions to vaudeville was made by a little known showman, Albert M. Palmer. He erected a theatre at Madison Sq. and introduced a variety show there Sept. 11, 1871. Thus vaudeville was born in the U.S. Actress Lity Langtry was one of the stage luminaries who toured the two-a-day circuit. A midwest stage manager who wasn't aware of her Bway rep innocently inquired: "What do you do?" She replied: "I ride a blcycle on a tightrope". "Aren't you afraid?" "Oh, no," she coo'd. "I have fallen so many times."

Incidentally, one of the biggest theatrical names spawned in vaudetille was an actor who received his first important break by performing in Miss Langtry's act: Alfred Lunt.

Sarah Bernhardt played the Palace So did Ethel Barrymore. Any trouper eager to overcome the obstacles of show biz should remember Ethel's wisdom: "When life knocks you to your knees, which it always does and always will—well, that's the best position in which to pray, isn't it? On my knees. That's where I learned."

When some opening-matinee patrons got up in bunches and walked out the beat the crowd) Ben Bernle intoned: "I'd rather see them walking away from me than have them rushing toward me!" It was this crack, we think, that first attracted attention to the fact that Bernle was good at the fast come-back.

It reminds us of the time Bernie was playing the Palace and followed Karno's Monks. He was furious. He squawked to manager Elmer Rogers. "If I have to follow the monks," he said, "I'll quit" "Hold your horses," conforted Mr. Rogers, "I was going to change you, anyway. I'm afraid the audience will think it's an encore!"

Things That Come Back: "He loved her but the season closed" ... "What do I want for bows? Applause!" "Y should canght us at the matinee". "They sit down front and devour their young!" When I kick the wife in the face—vamp till ready". "I know she has pretty legs, but how about looking at me for a change? "No wonder they're booked steady. She does the biz for the act!"

If you please, professor. Bring me on with "Give My Regards to Broadway"—with lots of brass. Segue into two choruses of "Swance River" pizzicato and planlssimo—until the last four bars. Then Bring It Up Fast and forte for the exif and the bows.

(Reprinted from N. Y. Mirror)

ANGLO-U. S. FILM 'ACCORD' FADES

Young Not 100% Out of EL; Would Be BOTH SIDES NOW Willing to Take in Small as Pard

Robert R. Young is definitely not planning to dispose of his entire majority interest in Eagle Lion in the current negotiations with Edward Small. It is understood from top parties to the negotiations that Young is willing, at most, to enter into a partnership agreement with the Coast producer.

Plan, in rough outline, would see Small in charge of production and

the Coast producer.
Plan, in rough outline, would see Small in charge of production and with partial control over distribution, with Young deeply involved in the financing and distributing end. Extent of the authority each of the two men would hold is the point on which negotiations are currently being conducted.
Reportedly, Small would buy into EL with a combination of cash and other assets, including residual income on some of his pictures, story properties and scripts. Young in turn, would be required to bring in additional outside capital for operating expenses. With these two new sources of coin, Serge Semenenko, repping the First National Bank of Boston, has agreed to throw in further financing.
Despite assurances from the negotiators that Small has agreed to put up cash as well as other assets, there was much trade doubt expressed on this point. History of Small's highly-successful operations over the years would lend credence to the idea that he was endeavoring to consummate a deal whereby his experience and know-(Continued on page 20)

Russians' Choosey On Picking Cream of The American Film Crop

American film Crop

Russians don't think they can
find 20 satisfactory pix among the
100 titles originally submitted to
them, and the American industry
last week dispatched to Moscow a
second list of 100. Soviets are supposed to choose out, of this group
product they desire to buy under
the deal made with Motion Picture
Assn. of America prez Eric Johnston when he was in Russia last
fall.

Kremlin recently sent to the Mo-Kremlin recently sent to the Mo-

Kremlin recently sent to the Mo-tion Picture Export Assn., which handles the territory for the U. S. companies, the names of 24 pix which it wants to see out of the original list of 100. This was ac-companied by a request for sub-mission of possible additional pic-tures.

tures.

Prints in 16m gauge are now being assembled of the 24 pix which the Soviet officials want to gander. They will be accompanied, as MPEA liaison, by Louis Kanturek, organization's eastern European rep. Visa has been requested for (Continued on page 55)

VALLI IN MIDDLE OF ITALO CLAIM ON DOS

Agony Heart Hypo

Agony Heart Hypo
Latest trend in giveaways to
hypo the b.o. is free marital
advice. John J. Anthony,
orlginator of the "Good Will
Hour" radio show, has been
booked by the Rugoff & Becker chain to conduct his "agony"
program on stage at the
Oceana, Brooklyn, and the
Laurel, L. L. late in June.
While Anthony's show on
WMGM, N. Y., is conducted
without an audience, his p.a.
performances will be staged
with the participants in a spotlight.

Other exhibs, sticking to the more conventional dishes, are watching whether the "psy-cho" giveaways catch on.

Fabian-Gamble **Eye Buying Into** Film Classics

Prospects are said to look moderately tavorable at the moment for the deat by which Si Fabian and the syndicate of circuit operators with which he is associated may buy into Film Classics. They would become partners with prez Joseph Bernhard when FC's divorcement from Cinecolor takes effect in a few weeks.

It is believed that the plan contemplates the Fabian group's putting between \$300,000 and \$400,000 into FC to give it new working capital after it ceases to be a wholly-owned subsid of Cinecolor, and to guarantee financing for indie producers releasing through FC. This would give the Fabian syndicate a minority interest, with Bernhard exercising majority control.

Bernhard and Fabian have spent

Bernhard and Fabian have spent much of the past week together, going over figures on the FC oper-ation. Distributing company, which (Continued on page 20)

\$35,000,000 Unfreezing Abroad Seen for U.S. Companies Via Prod.

Hollywood, May 24. Hollywood film companies are aiming to defrost about \$25,000,000 this year in frigid coin through finds, blocked by governmental policies in England. France, Italy and Argentina. To date, American producers have completed six pictures overseas, with four currently in work and 15 more in preparation.

Actress Alida Valli is the centre of a hassle currently between Selznick Releasing Organization and Savoia Films of Rome. Savoia claims that it has distribution rights in Italy to SRO's "Paradine Case" in return for releasing to David O. Selznick the contract that it had on Miss Valli's services.

Antonio Moseo head of Savoia maintains that the agreement gave him Italian rights not only to "Paradine," in which the actress is starred, but other pix. Selznick saserts that the contract provides Savoia is to get only the first American pic in which Miss Valli appears as "sole feminine star." Since Ann Todd was co-starred in "Paradine," DOS says this does not fit the pattern.

In the neantime, Benjamin Pepper, U. S. attorney for the Italian distrib, served formal demand that the picture be made available to it and that "appropriate action" will be taken to prevent distribution by anyone else.

COLD TO PLAN

Session of the Anglo-American Films Council slated for Washington June 2 and 3 may very likely be cancelled, it was reported in New York this week. It was said that there is such wide disagreement among U. S. companies regarding the proposals made at the initial Anglo-American stanzas in the Capital last month that there is no basis for further meetings with the British as yet—if ever. In any case, it was said in top industry circles, opposition to the proposals was so strong op all sides that the whole matter could be considered a dead issue.

sides that the whole matter courd be considered a dead issue.

Backing up the reports that the session might be cancelled was considerable cloudiness concerning the plans of Sir Alexander Korda to come to this country. Korda's plans could not be definitely ascertained up to late vesterday (Tuesday) afternoon, but it is known that he has not been figuring on returning to the U. S. at this time.

Since J. Arthur Rank said at the time of the Washington huddles in April that he would not be coming back. that would leave Sirlienry French, director of the British Film Producers Assn., as (Continued on page 19)

UA Borrowed 350G

On Schenck Policy

The \$1.000.000 insurance policy held by United Artists on the life of Joseph M. Schenck has been "hocked," it was learned this week. It has been put up as collateral with the Bankers Trust Co. N. Y. for a loan of about \$350.000.

Transaction is understood to have taken place some time ago, but kept hush-hush. Coin advanced by the bank has been used in financing the operating expenses of

by the bank has been used in financing the operating expenses of the distributing company.

The insurance policy, which was a major UA asset, was taken out on the 20th-Fox exce's life about 1927, when he was elected prexy of UA. Although Schenck subsequently resigned and formed 20th Century Productions with Darryl F. Zanuck, UA has continued to pay the \$40,000 a year premium on the policy. It now has a cash surrender value of approximately \$400,000 and the bank is understood to have loaned \$90\circ of that sum on it.

Execs Explain Why Film Industry 'Czar' Could Never Be Absolute

Musical Retake

New York City nabe theatre is getting extra mileage out of a reissue playdate of 20tha reissue playdate of 20th-Fox's "State Fair," by hooking up billing with the hit shows "South Pacific" and "Okla-

"South Factors homa!".

Billing heralds the reissue as "the only motion picture ever made by the writers of 'Pacific' and 'Oklahoma!"—Oscar Hammerstein II and Richard Rodgers."

U.S. Wary of USSR 'Influence' at Any **Future Film Fests**

Soviets and their satellites aren't going to give the needles to Yank pix at the film festIvals this year, while using the events to boost their own product, if the American companies can help it. They aim to participate in the expositions of einematic wares only if membership on the boards of judges is restricted to nationals of the country where the event is being held.

the country where the event is being held.

First to be given this word were the organizers of the Venice Festival, one of the most important in Europe, U. S. studios have notified them that they will take part only if all the judges are Italian. Venice group is hedging, trying to keep the appraising bodies international, but it is understood that the Yanks are putting it pretty much on a take-itor-leave-it basis.

Feeling is that the American pix

Feeling is that the American pix Continued on page 52)

Jimmy Savo's 2 Italo Pix

Jimmy Savo's 2 Italo Pix
Jimmy Savo, who left for Italy
Monday (23), is scheduled to make
two films there. The first will be
the screen adaptation of his autobiogy, phy, "Little World, Hello,"
to be produced by Salvatori Films
in June. This will be followed by
an as yet unknown pic to be produced by Ferrucelo Caramelli. Both
films will have English and Italian
dialog combined.
Savo is due back in Hollywood
some time in September, and a
possible 20th-Fox film, at present
in the negotiating stage.

Eric Johnston will become no "czar" with power to banish from the film industry errant stars or others whose personal moral practices cause unfavorable comment. That appeared definite in a survey by VARIETY this week of top industry exec opinion, following an oft-revived suggestion that Hollywood's "bad boys" and girls be given the heave-ho.

given the heave-ho.

Columnist - commentator Jimmy Fidler is the latest to plump for the Siberla treatment, taking a bitter stand in his broadcast Sunday (22) night. He declared that the industry should give "police power" to the Motion Picture Assn. of America prexy or, if Johnston already had such power, he ought to be kicked out for not using it.

Industry toppers quickly pointed

to be kicked out for not using it.
Industry toppers quickly pointed
out that there are both legal and
moral barriers to the authority with
which Fidler and the many others
who have suggested the idea
would have Johnston cloaked.
MPAA board, it was said, would
probably be held guilty of conspiracy and violation of the antitrust laws were it to attempt to
(Continued on page 20)

'Finian'-'Army' Deals **Enliven Slow Season** Of Legit-Screen Buys

Market for screen rights to Broadway shows, dormant for the Broadway shows, dormant for the last several seasons, remained relatively quiet during 1948-49. Not a single production, of this or previous seasons, was sold to Hollywood. However, there was a quickening of interest during the latter half of the season, with spirited bidding for a few properties.

for a few properties.

Hottest item of the current-season list is "Detective Story." for which several studios are dickering, with a \$500,000 price reported. There is also lively picture interest in "Death of a Salesman," with a possibility it may be grabbed by 20th-Fox, or produced in the east Continued on page 52)

National Boxoffice Survey

Heat Still Hurting Trade-'Flamingo,' 'Barkleys,' 'Belvedere,' 'Champion,' 'Window' Best Bets

VARIETY. Result is that total the from some 22 representative keys will hit lowest level in many weeks. Even the bigger pictures are being thurt to some extent, with the top three all below \$200,000 apiece.

hurt to some extent, with the top three all below \$200,000 apiece.

"Flamingo Road" (WB) is back on top of heap after sagging to third place last stanza. "Barkleys of Broadway" (M-G) again will be in second slot while "Belvedere to College" (20th), national champ last session, is third.

"The Champion" (UA) is ending up a big fourth, and "The Window" (RKO) is winning fifth money. Sixth position goes to "We were Strangers" (Col).

Outside of these top six, the field is badly split up with outstanding inner-up pix being "Ball Games" (M-G). "Quartet" (EL), "El Paso" (Par, "Red Shoes" (EL), "Streets of Laredo" (Par) and "Ma, Pa Kettle" (U in that order, Few of these look particularly sharp excepting "Game" and "Quartet."

There's not much exciting among the new pictures, with the exception of "Home of Brave" (UA) and "Stratton Story" (M-G). For-

Continuance of hot weather, with heat interrupted by bad storms in some sections, is not doing biz any good in key cities covered by VARIETY. Result is that total take Hall, is solid in Chicago after windmer is holding up weit in second week at N. Y. Victoria. "Stratton," which is doing just okay on initial holdover round at N. Y. Musie Hall, is solid in Chicago after wind-ling up four very profitable weeks in Cleveland.

"Manhandled" (Par), which comes into the N. Y. Par this week, shapes just average in Boston and Buffalo. "Forbidden Street" (20th)

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DAILY VARIETY
(Published in Hollywood by
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Records Frank Scully Television Television Reviews Vaudeville

Balaban, Depinet, Johnston, Skouras, Others, on 'What's Right With Pix'

often in the country within seven to 10 years and "parlor television will take its place alongside home movies. Big-time television will be built solidly on a motion picture built solidly on a motion picture will make 10.

That's the opinion of six top in-

That's the opinion of six top industry exees quoted in an unusual feature. "What's Right With Hollywood?", in next weekend's Parade mag. The half-dozen toppers sat around a table at Motion Picture Assn. of America headquarters in New York and spoke their thoughts into a tape-recorder to provide the interview for the mag.

Participants at the two-hour session, which was held last April, were Barney Balaban, Paramount prez; Ned E. Depinet, Spyros Skouras, Eric Johnston, MPAA prez, who acted as moderator; Joseph I. Breen, Production Code Administrator, who flew in from Hollywood for the huddle, and Francis Harmon, v.p. of the MPAA.

Feature is an answer to the various "What's wrong with the movies?" roundtables which have been held recently. It was conceived and set up by Tom Waller, New York press chief for the MPAA, following a series of articles in Parade itself, in which Hollywood was given a critical o.o. by people in various phases of the industry and by critics, columnist and public. industry and by critics, columnists

industry and by critics, columnists and public.
Parade is a Saturday-Sunday magazine insert used by 24 major metropolitan newspapers and is said to have 15,000,000 readers. It has no New York or Los Angeles outlet, however.

8 Questions

Eight questions were presented for discussion by the sextet of execs. First was, "What is the industry doing to preserve and maintain its position as the nation's foremost mass entertainment medium?" Balaban answered: "By making better nictures"

dium?" Balaban answered: "By making better pictures."
Second query, concerning video, drew the reply from Skouras that it will be a boon to the film industry, but will succeed only when it has the right facilities and talent—which will be used on large-screen.
No. 3 mestion was why large

No. 3 question was why (Continued on page 18)

Cowan's Int'l Buildup Plans for His Marx Pic

Plans for His Marx Pic

Lester Cowan heads for England this week to close a deal there with Associated British Pictures Corp. for United Kingdom distribution of his new Marx Bros. feature. "Love Happy." United Artists is handling the film in the U. S. and Canada, to which the company's distribution rights are restricted.

By closing the releasing deal with ABPC. Cowan figures he will virtually automatically insure bookings for the film on the affiliated Associated British Cinemas circuit, which otherwise plays only Warner Bros. and Metro product from the U. S. UA has been having great difficulty getting any circuit bookings for the films of its producers. In addition, Cowan has on the fire a possible production deal with ABPC. If it is consummated, he is to make "Sorrel and Son" in England in partnership with Associated in August. He's also going a Marx Bros. pic in London late in the year.

to gander the possibility of making a Marx Bros. pic in London late in the year.

Harpo Marx left over the weekend for London, while Chico has been in Europe for some time, touring Allied military clubs in the U. S. zone. They'll play the provinces in a vaude turn for several weeks, and then into the Palladium. Cowan hopes to open his "Love Happy" in a West End London house during the Marxes' Palladium run and tie in on publicity for the world preem of the film. Effort will be made to give Harpo the same promotional buildup that Danny Kaye got.

Cowan is also negotiating with Laurence Olivier to appear in a gag ending for the film with Harpo and Chico. In the meantime, he's holding up U. S. release of the pictil fall to take advantage of pub-

gag ending for the film with Harpo and Chico. In the meantime, he's holding up U. S. release of the pic until fall to take advantage of publicity via Groucho Mars's radio show, which goes off over the summer, and the Metro buildup of Vera-Ellen, who co-stars. Femme is currently working with Gene Kelly in M-G's "On the Town," and is to go into another musical for the studio opposite Fred Astaire.

Into 10 Foreign Tongues Hollywood, May 24

Hollywood, May 24.
Walt Disney will make 10 foreign language versions of each of his forthcoming cartoon features, "Alice in Wonderland" and "Cinderella." Films will be dubbed in French, Dutch, Italian, Swedish, German, Danish, Spanish, Portuguese, Hindustani and Japanese.
Headquarters of the dubbing process will be Paris, with John W. Cutting in charge. Top performers will contribute their voices to the cartoon characters.

WB Priming Big Sales Meet in N.Y.

Gearing for the liquidation of its most ambitious production slate in the last 10 years, Warner Bros. will hold a full-dress sales convention in New York next month Studio execs, headed by production chief Jack L. Warner, will head east shortly to huddle with home-office execs on policy formulation at the conclave which will be chairmanned by Ben Kalmenson, sales

veepee.

Timing of the convention in the wake of aroused exhibitor opinion stemming from the so-called "20th-Fox Plan" will give Warners its chance to handle the hot potato of rental boosts. It's more than likely, however, that WB execs will stay out of the controversy by sidestepping any definition of a generalized rental policy. Warners will undoubtedly declare its intention to sell each film according to its merits, although the company will naturally but quietly favor the "restoration of the balance of profits within the industry."

The convention will also meet

The convention will also meet under the shadow of an impending Federal court decision that will probably order partial divorcement of the company's distrib-exhib set-up. Splitup of the Warner theatre circult, which will accent the im-portance of the company's distrib operations, will spur the conven-tion to adopt a forceful promotion and selling line.

'Hollywood 10' Sue for \$51,858,795; 'Blacklist'?

\$51,858,795; Blacklist?

Hollywood, May 24.

The "Hollywood 10" filed a Federal court suit in Los Angeles yesterday (Mon.) asking \$51,858,795 damages from the Motion Picture Assn. of America and the majors. Action charges industry with drawing up a "blacklist" in restraint of trade under the Shcrman-Clayton act. Previous suit for \$35,038,325 filed in California state court is still pending, as are five contract reinstatement suits which total more than \$1,000,000 demanding back pay.

Robert W. Kenny, lawyer for the 10, says the new action has been brought because of 20th-Fox recently shelving Albert Maltz novel, "The Journey of Simon McKeever," after purchase for \$35,000. Second reason for suit, he ways industriant of the says in dediction.

recently shelving Albert Maltz' recently shelving Albert Maltz' novel, "The Journey of Simon Mc-Keever," after purchase for \$35,000. Second reason for suit, he says, is decision in the N. Y. circuit court holding that Danny Gardella, barred from the major baseball leagues after jumping to play ball in Mexico, could sue under the Sherman act which protects the individual right to pursue one's calling.

"Blacklist in Hollywood is now extended to "sale and production of works by the plaintiffs," Kenny sald.

"When originally established, it applied only to employment. The perpetual banning of these men which prevents them from following their calling is a

ment. The perpetual banning of these men which prevents them from following their calling is a conspiracy in restraint of trade." Plaintiffs are Maltz. Alvah Bessie, Samuel Ornitz. John Howard Lawson, Lester Cole, Ring Lardner, Jr., Dalton Trumbo. Edward Dmytryk, Herbert Biberman and Adrian Scott. Defendants are MPAA. Loew's, 20th-Fox, Columbia. Paramount. Republic. Hal Roach, Universal, Warner Bros., and RKO.

Legiter Phyllis Kirk To Get the Goldwyn Buildup

Samuel Goldwyn's quest for a femme to replace Teresa Wrlght on his contract list has ended with the inking of a Broadway bit player and former Schrafft's hostess. She is Phyllis Kirk, who made her prodebut in the Theatre Guild's "My Name Is Aquilon" last season, and is guyrently in the great gently in the gray group.

Name Is Aquilon" last season, and is currently in the road company of "Present Laughter."

Miss Kirk will exit her legit assignment about June 15 to report to the Goldwyn studio in preparation for a role with Farley Granger and Joan Evans in "Beloved Over All." Goldwyn flackery will give her the full treatment, and the producer plans to build her to top stature. stature

Femme is getting \$1,000 a week for a 10-week stint in the film, with Goldwyn holding an option on her services for seven more Femme is She got an unusually fancy years. She got an unusually fancy deal for a newcomer as result of her unwillingness to accept a Hollywood contract. Among the concessions was permission to take time out for appearance in a Broad-

way play every second year. Miss Kirk was spotted by Gold-wyn talent chief Billy Selwyn In "Laughter." Paul Small is her

Another Newsreeler Shifts to Features; TV's Inroads Blamed

Another newsreel theatre casualty of television's inroads is the Embassy in the Airlines Terminal bldg. N. Y., which opens today (Wed.) with a J. Arthur Rank film feature, "All Over the Town."

Embassy houses, operated by the Newsreel Theatres, Inc., are following the trail taken by most of the Trans-Lux chain which now has only one out of its eight houses on an exclusive newsreel policy. W. French Githens, prexy of the Embassy chain, declares no plans are afool to convert three other newsreel houses in New York and one in Newark to feature pix. But the trade holds that it's only a matter of time before the other reel houses bite the dust.

Video's ability to get the latest news on the air before regular flickeries has dampened general interest in the theatre reels. The major newsreel companies, moreover, have failed to come up with a novel format that would be distinct from the spot news coverage in TV. Exhibs operating standard

a novel format that would be dis-tinct from the spot news coverage in TV. Exhibs operating standard theatres have also noted a drop in the appeal of newsreels in video's mass circulation areas.

Newsreel houses, moreover, have never fully recovered from the sharp postwar decline in audience reaction to news items. Boxoffice returns fell between 30 to 50% of their wartime peak despite the shift of the reel houses to shorts and cartoons. Attendance rose during the hot period of the east-west cold war last year but could not make up the lost ground.

Par Drops Fairbanks Trio of Shorts Series

Paramount has dropped three of its old-standby series of shorts from its 1949-50 releasing schedule because the rising production nut has turned the profitable trio into a losing proposition. The three series, all made by Jerry Fairbanks, are "Popular Science." "Unusual Occupations" and "Speaking of Animals." With these briefies lopped, Fairbanks' production ties with Par end.

Tightening of Par's shorts production program brings down the total to be released in 1949-50 to 52 from a previous 70. Additionally, company will continue its usual 104 issues of the newsreel. To meet the television threat, an increasing number of reels will be confined to consulties.

To meet the television threat, an increasing number of reels will be

increasing number of reels will be confined to one subject each in a combo of spot news and editorial treatment.
"Popeye Cartoons," top shorts earner for the company, are again on the releasing slate. Costing about 885,000 each, including print and distribution expenses, this and distribution expenses, this string of cartoons brings in some \$15,000 profit per pic. Another moneymaker is the Screen Songs

moneymaker is the Screen Songs cartoons, generally good for \$10,-000 profit each domestically. Slate calls for eight Popeye shorts, 12 Screen Song cartoons, 10 Noveltoon cartoons, six reissues of Paramount Champions, six Pace-makers and 10 Grantland Rice Sportlights.

WB-Shea Circuit Both Ask Court To **Unravel Tangle in Former Ohio Pool**

Brackett Heads Acad, Succeeding Hersholt

Succeeding Hersnoit
Hollywood, May 24.
Charles Brackett was elected president of the Academy of Motion Picture Arts and Sciences to succeed Jean Hersholt, who held the office four consecutive terms.
Other new officers are George Murphy, first veepee; Dore Schary, second veepee; Emmett Lavery, secretary; Johnny Green, assistant secretary; Fred Metzler, treasurer, and G. Carleton Hunt, assistant treasurer.

U in the Black 3d **Successive Month**

Universal will be in the black in May for the third successive month. Company execs and finan-cial circles view it as marking a cial circles view it as marking a considerable turning point in the outfit's affairs and see a fairly good year in light of income prospects and reduced costs and picture amortizations.

amortizations.
Second fiscal quarter, which wound up at the end of April, will show a net profit of about \$500.000 in the report, to be issued shortly. This compares with a loss of about \$700.000 in the November-December-January quarter. It will give a net loss of about \$200.000 for the first six months, which will be washed out by income during a net loss of about \$200,000 for the first six months, which will be washed out by income during the second half of the year, and result in a net profit for the 12-month period ending next Oct. 31. Success of "Ma and Pa Kettle" and "Family Honeymoon" are accounting in part for the improved earnings position. Equally important is that the amortization periods have run out or are near the end

ant is that the amortization periods have run out or are near the end on the streak of high cost films on which U embarked. Company execs and financial circles reviewing this period feel that the quality of the product was satisfactory, but choice of subject matter was poor, a condition which has since poor, a condition been corrected.

10 Studios in IA Pact On Mechanical Labor

Hollywood, May 24.
Ten major studios signed invidual labor contracts with the VTSE, according to Roy Brewer, IATSE, according to Roy Brewer, international representative, giving that organization "sole jurisdiction over all machine and mechanical work in the industry." Contracts end one phase of a long fight between IATSE and the Conference of Studio Unions, headed by Herbert K. Sorrell.

Companyer signing the peat were

bert K. Sorrell.
Companies signing the pact were
Paramount, Metro, RKO, Columbia, Republic, Warners, UniversalInternational, 20th-Fox, United
Artists and Hal Roach.

Italian Agent Scouting

Hollywood, May 24 Arrigo Colombo, Italian talent agent, is in town hunting American thesps for four pictures to be filmed in Rome.

Italian producers, Colombo said, are looking toward the American and British markets for profits, following the success of "Peace," "Paisan" and other films that clicked outside Italy,

N. Y. to Europe

Thomas J. Bennett Harald A. Bowden Jean Charles Mrs. Elizabeth S. Colclough Mrs. Elizabeth S. C Lester Cowan Lew Grade Emmerich Kalman Rene Le Roy Jules Levey Harpo Marx Steve Miller Anna Neagle Ann Ronan Jean Sablon Jimmy Savo William Traum Herbert Wilcox Michael Wilding

Europe to N. Y. Robert Lantz Hugh Terry

Warner Bros. Theatres and Shea Theatre Enterprises opened a double-decker legal fight Monday (23) in the N. Y. supreme court and the Federal district court in Cleveland to disentangle the profits and assets of a three-theatre Warner-Shea pool in Youngstown, O. Shea Theatres is the plaintiff in the N. Y. action and the defendant in Cleveland.

Case involves the Warner, Park and Paramount theatres in Youngstown, which were placed into a pooling arrangement in 1933 by Shea and the General Theatre Corp. later taken over by the Warners under the title of the Harold Corp. Under the pool's operation from 1933 to 1947, profits from the three houses were divised on a Warner Bros. Theatres and Shea

ners under the title of the Haroid Corp. Under the pool's operation from 1933 to 1947, profits from the three houses were divvied on a 50-50 basis although Shea continued to operate the Park, WB the Warner theatre and both operated the Paramount.

According to the Shea brief, filed by O'Brien, Driscoil, Rattery & Lawler, Warners pulled out of the pool in 1947 and thereafter refused to account for the profits and assets of the Warner house. Under the pooling arrangement, the brief states, films were booked into the three houses in a manner calculated to build the Warner into the worst. Positions of the two theatres, the brief contends, were exactly reversed before the pool. Shea is asking the court to dissolve the joint venture as of June, 1947, when a Federal court statutory decree ruled pools illegal, and grant an equal division of the profits and assets of the theatres. They are also asking that a receiver be appointed to take possession of the three theatres until the case is adjudicated.

Warners' brief, filed by Luther Day in Cleveland Federal court, alleges that Shea has failed to account for the profits of the jointly-operated Paramount. WB is claiming that other aspects of the pool have been nullified by the statutory decree but the joint ownership in Paramount is still intact. Shea will defend with a declaration that it has been turning over the Paramount's receipts to the Harold Corp. It has been doing this under the original pooling deal which was extended to 1956 several years ago.

It's expected that Shea and Warners will file counter-suits in both

al years ago.
It's expected that Shea and War-ners will file counter-suits in both

N. Y. to L. A.

Buddy Clark Ned Depinet Norman Frescott Bernard Hart Al Herman Deborah Kerr Sol Lesser Ida Lupino
Fredric March
Ernest Martin
Stephen McNally Dave Taps Eric Thorson Arthur Treacher Collier Young

L. A. to N. Y.

L. A. to N.
Gene Autry
Joan Bennett
Phil Berg
Lou Cowan
Jack Dawn
Don De Fore
Douglas Dick
Brian Donley
Bernard Dudley
Bernard Dudley
Everett Freeman
James R. Grainger
Mitchell Hamilburg
Edward L. Hyman
Anne Jeffreys
Mike Kaplan
Elia Kazan
Paul Lukas
George Montgomery George Montgomery Constance Moore
Constance Moore
Dudley Nichols
J. K. Nunan
Dinah Shore
Marjorie Steele
Jerry Wald
Edward Walton Walter Wanger Elihu Weiner Roland Young Hyman Zahl

> MAY GO Henry Morgan

POOR PIX, PRICES DENT B'WAY

TV and the B.O. Dominates 20th's Powwows in Chi With Ill. Allied

Television. not even scheduled as a topic for discussion, took over most of the meeting here yesterday (Mon.) between top 20th-Fox execs and officers of the Allied Theatre Owners of Illinois. Keynote of the session was sounded by 20th prez Spyros P. Skouras who 20th prez Spyros P. Skouras predicted that video is a "tidai wave." which cannot be stopped by any ostrich attitude on the part of the film industry.

Roundtable huddle, first in the history of this Allied group, was called by ATOI prexy Jack Kirsch so that the indie exhibs could hear first-hand an explanation of 20th's new sales policy. Attending for 20th, besides Skouras, were veepees Al Lichtman, Andy W. Smill. Jr., and Charles Einfeld, whose clarification of specific points in the plan elicited the same general acceptance by the exhibs as that recently accorded it by Harry Brandt's Independent Theatre Owners Assn. in New York.

Skouras predicted teie would merge with radio within the next seven or eight years to become one big medium, which he asserted could be a detriment to the film boxoffice unless exhibs utilized tele to promote business, as 20th plans to do with its large-screen system. He revealed that 20th, at least for the present, would attempt to prohibit the appearance on regular home TV of any 20th stars.

Video Industry's 'Savior'?

Skouras predicted that two-a

on regular home TV of any 20th stars.

Video Industry's 'Savior'?

Skouras predicted that two-aday video would be the "savior of film theatre business with the policy bringing in the highest grosses in industry history. He revealed that his company would not release regular motion picture product to tele but, fully cognizant of the encroaching field, 20th was making special features for the new medium. He also reassured that primary interest of 20th was (Continued on page 20)

Three 20th-Fox Stars On Personals as Part Of 'Spring' Bally Tour

"Spring' Bally Tour

Twentieth-Fox, intent on impressing exhibitors that it meant what it said in the recently-announced sales plan, is hypoing its use of special preems to stimulate public interest in new pictures. Currently on tap are two for the upcoming "It Happens Every Spring"—in St. Louis, tomorrow (Thurs,) and Pittsburgh the following day—and more are promised on other pix as they go into release. Emphasis on the pre-run openings, while naturally involving a drive for better business, is also seen as a direct 20th answer to exhib pronouncements of "show me" on the new sales policy. Prez Spyros P. Skouras declared in that plan: "We advocate premietes whenever the occasion justifes them to stimulate public interest in motion pictures. We find the time and effort on premieres help the exhibitor of the particular area where these events are staged... The bringing of Hollywood personalities into the communities establishes tremendous, lasting 'good will for the exhibitor in his own locality." On "Spring" preems, Linda Darnell. Paul Douglas and Jean Peters will do personals in both St. Louis and Pittsburgh. Stars arrived in St. Louis yesterday (Tues.) for a two-day advance buildup to grab off as much publicity as possible to saturate the locality, in which 30 other theatres will play directly after the opening over the Memorial Day weekend.

Contingent files to Pitt for the opening Filday at the J. P. Har-

Contingent flies to Pitt for the opening Friday at the J. P. Harris theatre. Senator theatre will also show the fiim opening day only, with the trio of stars appearing at both houses.

20th for Maltz Censure

Hollywood, May 24.
Shelving of Albert Maltz's book,
"The Journey of Simon McKeever," was condemned in a resolution adopted by the board of di-rectors of the Screen Writers

Book was shelved ostensibly be-cause Maltz was one of the 10 Hol-lywoodites cited by Congress for contempt in the Commie probe.

Execs Again Into Field to Clarify **Any Sales Points**

Twentieth-Fox execs, following up announcement of their new sales policy, are heading out into the field to ciarify any points on which exhibitors are still unsure and to emphasize their intentions of making it work as detailed. Prez Spyros P. Skouras and veepees Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld attended the Allied States meeting in Chicago Monday (23) and Lichtman and Smith continued to Minneapolis to talk over the policy there at a talk over the policy there at a North Central Allied huddle,

talk over the policy there at a North Central Allied huddle. Skouras and Einfeld returned to the homeoffice after the Chi confabs, since Skouras is scheduled to head for the Coast today (Wed) for talks with production veepee Darryl F. Zanuck on studio problems and to take a looksee at some of the features now nearing completion. He is slated for a trip to Europe followire, his return from the Coast. Einfeld, meanwhile, continues his field work as a guest speaker at the Independent Exhibitors of New England convention tomorrow (Thurs.) in Boston. Huddles of the 20th toppers with the indie exhib groups represent a followup to the session heid in New York two weeks ago with Harry Brandt and his Independent Theatre Owners Assn. Following answers by Smith and Lichman to questions raised on the policy by ITOA members, the exhibs accepted the plan on the condition that 20th would follow through with it in the field.

Empire, Newark, Harks Back to '35 in Trust Suit

Presaging similar legal actions once a final settlement is made in the film industry's anti-trust suit, the Empire Theatre Corp., which has been out of business since 1935, last week filed an anti-trust suit against the eight major companies in N. Y. federal court. Suit charges the majors discriminated against them in booking films to their affiliated theatres and claims such action has already been adjudged a violation of the anti-trust laws in the Paramount case.

Seeking treble damages amount-

in the Paramount case.
Seeking treble damages amounting to \$5.076.000, the suit charges the distribs refused to book product into the Empire. Newark, when the plaintiff took over the theatre's lease in 1935. House operated for nine days, the complaint alleges, but, with no major product available, was forced to shutter. According to the brief, the theatre tried to buy last-run pictures in the territory but the majors still refused to book product in favor of the own theatres.

LOEW'S DIVVY

Loew's, Inc., directors last week voted a regular quarterly dividend of 37½c, per share on common stock, payable June 30, to stock holders of record June 9.

Chase of literary properties is one chase of literary properties in literary properties is one chase of literary properties in literary properties is one chase of literary properties is one chase of literary properties is one chase of literary properties in literary properties in literary properties is one chase of literary properties in literary properties in literary properties in literary properties in lit

WEATHER ALSO FACTOR; OFF 11%

Despite an admittedly weak showing at the boxoffice last week, Broadway firstrun business is not lagging far behind last year's total for this season of the year. Complication of some admittedly weak product, advent of summer weather and a touch of sales resistance to high-bracket scales for straight-bracket scales for straight-bills by the same of last year, six were below and through the same year, six were below and two were even. Recent weeks have been running 4-11% behind comparable 1948 session.

Biz trend is following the same pattern as in mid-May of 1948, with the exception that a year ago a surplus of rain was helping Broadway firstrums. Per usual, the first weeks of ideal outdoor weather was tough to beat.

Broadway managers felt that the past week (ending May 18) was "unfortunate" because of the surplus of weakie pictures launched. That, pius the many holdover or

"unfortunate" because of the surplus of weakie pictures launched. That, pius the many holdover or extended-run films, coupled with the outdoors competition, spelled almost brutal trade in several spots. This situation caught the Street just at a time when students are occupied with exams. New Yorkers are favoring the outdoors, and the out-of-towners have not as yet started coming in any sizeable numbers. sizeable numbers.

Majority of managers are inclined to discount admission prices Continued on page 53

Popcorn Keeping Exhibitors in Biz?

North Central Allied, convening here this afternoon (Tues.), went on record against percentage deals after prez Bennie Berger claimed

nere this atternoon clues.], went on record against percentage deals after prez Bennie Berger claimed that indie exhibitors have not been getting "anywhere near a fair return on their investments" and that only popcorn, candy and screen advertising are keeping many theatre owners in business. Berger asserted the film companies are not entitled to 20°c, let alone 40°c, of a theatre's gross for rental, adding "they don't need it." Following a checkup of NCA members revealed most of them alleging forced selling, he promised criminal prosecutions of the offending distributors. Berger also promised a "fight to the finish" against boosted film rentals.

National Allied prez William T. Ainsworth and Metro exhib relations chief H. M. Richey both expressed optimism over the industry's future. Ainsworth asked exhibs to "count their blessings," which, he said, "more than offset existing evils and adverse factors." Richey said the "new enthusiasm" permeating all branches of the industry "spells prosperity for all," the pointed out that taxation is a menare and said it must be corrected where the percentage of the amusement dollar going to pictures is declining due to Increasing competition.

METRO'S LONDON STORY BUY WITH FROZEN £

London, May 24.
Suspense story, "The Case of the
Journeying Boy," has been pur-chased by Metro here for produc-tion in Hollywood. Book, by chased by Metro nere for produc-tion in Hollywood. Book, by Michael Innes, was published by Dodd, Mead in New York ias month and was previously issued in England.

in England.
Price is understood to have been £5.000 (\$20,000), which Metro pald out of its frozen coin here. Purchase of literary properties is one of the purposes for which blocked sterling may be used by American comparies.

20th-Fox May Use Its Own Studio's Stages to Theatre-Telecast Some Of the More Elaborate Programs

Technicolor Elects

5 Board Members

Hollywood, May 24.
Dr. Herbert T. Kalmus announced the election of five members to Technicolor's board of di-

rectors.

Albert W. Hawkes, Harrison K.
McCann, Kay Harrison and James
H. Hayes are in for three-year
terms, and Eversley Childs, Jr., for

Indie Exhibs Now Await New M-G 'Incentive' Scale

Indie exhibitors, having apparently accepted the new 20th-Fox sales policy at its face value, are now pressing for still better deals such as a sliding scale which Metro is reported mulling, which cails for the distrib's rental to diminish percentagewise after a theatter grosses over and above the agreed courted forces.

percentagewise after a theatre grosses over and above the agreed control figure.

Scale is not yet in operation but is being considered by Metro sales veepee William F. Rodgers, after taving been submitted by? a member of the M-G sales cabinet. As set up, if a theatre had \$5.000 as a top figure, on the standard scale deal, on which he might pay 40%, he would pay less percentagewise on anything above that figure. Thus, if the gross went up to \$6.000, he would still pay 40% of the first \$5.000 but would pay only 35% on the extra \$1.000.

Idea would be expected to inspire exhibs to extra exploitation and ballyhoo efforts, since they would have more take-home pay on anything grossed over the top scale figure. Thus, it is termed an incentive scale. Rodgers, on the other hand, might nix the idea on the assumption that Metro is one of the few companies which still goes in for cooperative advertising (Continued on page 53).

Sullivan Tells Ark. ITO TV Should Help the B.O.

TV Should Help the B.O.

Little Rock, May 24.

Gael Sullivan. Theatre Owners of America exec director, reaffirmed his belief that television will be a tremendous asset to the film boxoffice in a speech before the Independent Theatre Owners of Arkansas here last week. Indie exhibs also heard Max Connett, prez of the Missispipi Theatre Owners, praise the new 20th-Fox sales policy and urge further roundtable discussions between exhibs and distributors.

Sullivan laid greatest stress on the use of trailers for TV advertising, declaring they could aid in corralling the large segment of the public who are now not regular filmgoers. "It has been proved," he said, "that there is a good audlence for any good picture. It is up to Hollywood to produce better pictures and for the theatre owners to give them to America through greater exploitation."

Connett also led an open discussion on the rapidly-spreading 1 for competition throughout this ter-

Connett also led an open discussion on the rapidly-spreading 16m competition throughout this territory. Indie theatre owner groups, he said, are prepared to take "drastic steps" to bring the so-called jackrabbit operators into line and compet them to operate on the ways standards as the con-

ine and compet them to operate on the same standards as the con-ventional theatre. New officers elected for the ITO of Arkanasa include Sam Kirby of Littie Rock, prez, succeeding E. W. Savage; Jack Bomar of Little Rock, secretary-treasurer, and O. G. Abernathy of Morrilton, veepee.

Twentieth-Fox priming its plans to launch fuil-scale theatre television next winter on the Coast, may decide to use its Beverly Hills Studios to originate some of the more ambitious programs for feeding to the string of inter-connected theatres. Company, meanwhile, still has several major problems to solve before the idea can tee off, such as negotiations with the various labor unions that might be involved, and a decision on whether to use leased a decision on whether to use leased telephone wires or Government-controlled microwave relay chan-nels to link the circuit of houses.

nels to link the circuit of houses. Present plans call for the bulk of theatre TV shows to originate from the stage of Grauman's Chinese theatre. Hollywood. While that might be okay for a straight vande layout (in which 20th plans to use the top talent available), it is believed that it might be n.s.g. for other types of shows, such as adaptations of Broadway musicals, also being mulled for programming. Attempts to televise a legit play directly from a theatre stage for home video proved unsuccessful, since TV requires new staging which takes the cameras into account. If the same situation holds true for theatre tele, then 20th believes it can have no better studio for the job than its regular film stages.

stages.

In addition, the facilities available at the company's Beverly Hills plant are believed to make the sound stages a natural for theatre TV presentations. Already mentioned as a probability for the theatre circuit, for example, is the current Rodgers & Hammerstein click, "South Pacific," If 20th attempted to stage the musical from Grauman's Chinese, it would be necessary-to use similar sets and props to those used in the Broadnay production, which might appear flat in theatre TV. By staging (Continued on page 20)

Anna Magnani Inked For American Pic; Filming **Due Off Sicilian Coast**

Due Off Sicilian Coast

Rome, May 17.

Italian cinema star Anna Magnani has been signed to play a leading part in an American picture. William Dieterle will direct, with his assistant, Victor Stotoff. The story was suggested by Renzo Avanzo, who is a cousin of director Roberto Rossellini, and is being developed by writers here in Rome. The picture will be made in the vicinity of the Island of Stromboli, on Vulcana, off the coast of Sicily, and will start the end of May. Rosanno Brazzi, who just completed "Little Women" for Metro in Hollywood, will piay the male lead, and Geraldine Brooks will be the romantic glrl lead.

and Geraldine Brooks will be the romantic girl lead. Miss Magnani is studying Eng-iish, and expects to be able to com-plete her role in the picture in English for American audiences.

H. B. Brown Elected Prez By Production Mgrs.

By Production Mgrs.
Hollywood, May 24.
Unit Production Managers Guild elected Hugh B. Brown, of Paramount, president; Edward Woehler, of Metro, veepee; Lewis Leary, Universal-International, secretary, and Charles Wooistenhulme, Paramount, treasurer.
New board of directors, in addition to Brown and Woehler, consists of Robert R. Snody, 20th-Fox; Sidney Bowen, 20th-Fox; Kenneth Hoimes, Republic: Percy Ikerd, DeRochement Productions; Dan Keefe, Cagney Productions; Edward Kiliy, RKO; Serge Petschnikoff, Metro, and K. Keith Weeks, freeiance.

Paramount set William Bendix to co-star with Alan Ladd in "Eagles of the Navy."

THE BRIGHTEST LIG

PRODUCED BY

Victoria Victoria

BOME OF BOME OF THE BRAYE

AT THE VICTORIA THEATRE

NOW IN ITS
2nd SENSATIONAL

WEEK followed by big openings in Boston, Los Angeles, Chicago and other major keys.

HARVE

SCREEN PLAYS CORP presents

FOME OF THE BYONE "IN DOUGLAS DICK . FRANK LOVEJOY . JAMES EDWARDS . STEVE BRODIE . JEFF COREY . LLOYD BRIDGES

MARK ROBSON LITTLE FOREMAN CARL FOREMAN ARTHUR LAURENTS

PRODUCED BY STANLEY KRAMER . Based on an original play by ARTHUR LAURENTS . Screenplay by CARL FOREMAN
Associate Producer ROBERT STILLMAN . Directed by MARK ROBSON . Musical Score by DIMITRI TIONIKIN

ITS ON BROADWAY!

AT THE GLOBE THEATRE

NOW IN ITS 7th TREMENDOUS

WEEK and in Boston,
Los Angeles, San Francisco,
Pittsburgh, Detroit and
everywhere the boxeverywhere the boxoffice "champion"!



CHAMPION KIRK DOUGLAS

TWO SCREEN PLAYS CORP. HITS thru UA!

Screen Plays Corp. presents KIRK DOUGLAS in Ring Lardner's "CHAMPION"

co-starring MARILYN MAXWELL ARTHUR KENNEDY with PAUL STEWART RUTH ROMAN LOLA ALBRIGHT Luis Van Rooter
Produced by STANLEY KRAMER - Associate Producer Robert Stillman : Directed by Mark Robson : Screenplay by Carl Foreman
Musical Score by Dimitri Tiomkin

The Beautiful Blonde om Bashful Bend (SONG-COLOR)

Hollywood, May 21,

FILM REVIEWS

20th-Fox release of Preston Sturges production, written and directed by Sturges from screenplay based on a sitory by Farl Felton. Stars Betty Grable: leatures Cesar Romero, Rudy Vallee, Olga San Juan, Camera (Technicolori, Harry Jackson; music, Cyri Mockridge; editor, Robert Filtch, Tradeshown May 20, 49, Running time, 18 WISS.

Mockridge cilior, Robert
man Debty Grable
Cesar Romero
Rudy Vallee
Okas San Juan
Seles San Juan
Pati Behra
Pati Behra
Nasarren Jackson
Emory Parnell
Alan Bridge
Chris-Pin Marthonald
Chris-Pin Marthonald
In Georgia Caine
Eather Howard
Harry Hayden
Chester Conklin
Mary Montes
Dewey Robinson
Richard Kean
Herry Tyler
Dewey Robinson
Richard Kean
Herry Tyler
Dewel Sirnban rine. 16 Marine 16 Marine 16 Marine 16 Marine Freddie Blackie Johero Charles Hingleman Conchila Basserman Boy Doctor Mr. Jorgensen Judge O'Toole r. lors, adge O'To, odelte firs. O'Toole dasserman Boy Mr. Hingleman Sheriff Sweetz-19 Sheriff Sweetzer Mr. Basserman Mrs. Hineleman Mrs. Hineleman Mrs. Smidlap Conductor Messenger Boy Freddie (age 6) Dr. Schultz Bartender Dr. Smidlap Station Agent Pullman Porter Grandpa Dudley

Betty Grable and color give "The Beautiful Blonde from Bashful Bend" a chance to stir up some initial boxoffice interest. Color has been splashed on lavishly, there are plenty of flashy costumes for the femmes and other touches of production dress, but "Blonde" is hasically a rather silly western farce, loosely concocted. Producer-director-writer Preston Sturges plays his script with frantic slapstick, stressing raw, bawdy comedy rather than genuine humor, to get the laughs. The basic plot was sound, offering some novelty of idea, but the Sturges development makes it a umhled mixture of gags and situations, lacking smooth continuity. jumnied mixture of gags and situa-tions, lacking smooth continuity. The pacing is erratic, as is the idence of being sharply scissored to bring running time down to 76

to bring running time down to 76 minutes.

Miss Grable is the chief asset as a western dancehall gal who knows how to handle a gun—and gets into trouble because of it. Her character is that of a tough babe, not above blackmail, rolling a drunk and any other method of making money. The boy friend is Cesar Romero, with the same ven for easy coin, plus an appreciation for all comely femmes. It's the latter that starts the trouble. Miss Grable is out to kill him for two-timing but, in a dark room, shoots a judge in the posterior by mistake.

a indge in the posterior by mid-take.

Flecing from the law. Miss Grable noses as a schoolteacher in another western town, makes a play for Rudy Vallee because he owns a gold mine and becomes in-voloved in a shoot-lem-up feul be-tween the good and bad citizens of the town before the law catches up with her again. There's a trial, she grabs another gun—and the judge has another bullet hole in his end. That's the end of the picture, loo.

Judge has another bullet note in his end. That's the end of the picture, too.

Miss Grable sings "Everytime I Meet You" as a barroom solo and works with Vallee on "In the Gloamin." There's also a title number, sung by a "chorus' for background effect in the score. Cast goes about its business okay in answering Sturges' demands for burlesquing of the characters and occasionally makes the coarse humor pav off. Olga San Juan is a pretty picture in color as Miss Grable's friend. Sterling Holloway, Hugh Herbert El Brendel, Porter Hall, Pati Behrs, Richard Hale and others try hard.

Harry Jackson has given the picture expert color lensing and other technical credits are standard.

Pele Thomas	
Pere Inomas	GIF Young
Berry Storm	Marie and Marie
	William Prince
Denuts Day Cont.	Edgar Buchanan
THE HAY COVID	Will Geer
Sheriff Lynn Early	will deel
Walter	Paul Ford
	Jay Silverheels
Coroner	
Parsons	Eddy Waller
	Will Wright
R: man Pounts	inginia aluiten
Ramon Peralta	Antonio Moreno
	Arthur Hunnicult
Lucitle	committee (1)
	Tom Tyler
Mrs Bannister	Elspeth Dudgeon
Rill Rutes	Elebeth ithuston
Bill Bates	Paul E. Burns
Floyd Buckley	Hayden Borke

**Tust for Gold" is the story of a strong of the propaganda, strong who can find it. That give, away, dwarfing even radio's fahilous handouts, is a strong gimmiek for exploiting this one. In addition, if has the names of Glenn for exploiting this one in the propagant of the propaganda, and is an okay inclodrams on other boints. Being propaganda, the propaganda, the propaganda of the propaganda, the propaganda of the propaganda of the propaganda of the propaganda of the propaganda. A veteran disgrunted over the committee of the propaganda of the propagant of the propagant

Miniature Reviews

"The Beautiful Blende
From Bashful Bend' SongsColor) (20th). Betty Grable
in silly western farce.
"Lust for Gold" (70b). Good
exploitation pic plus Glenn
Ford and Ida Lupino.
"The Red Menace" (Rep).
Bold propaganda melodrama
against Communists and their
U. S. activities.
"Mighty Joe Young" (RKO).
Solid exploitation feature of
the "King Kong" type; can be
ballyhooed for hefty grosses.
"Quick on the Trigger"
(Songs) (Col). Another in
Durango Kid oater series.
Okay dualer.
"Leave It to Henry"
(Mono). Excellent supporting feature. followup on
"Henry, the Rainmaker."
"Fools Rush In" (GFD).
Weak British - made family
drama. "The Beautiful Blenderom Bashful Bend" (Songs-olor) (20th). Betty Grable

the plcture offers all the necessary clues and even the general location of the Lost Dutchman Mine in Arizona. How the mine was discovered, who the people were that died because of lusting for its gold down through the years is used as the interesting backing for the Ted Sherdeman-Richard English script, based on Barry Storm's book, "Thunder Gods Gold."

Producer - director S. Sylvan Simon has used flashbacks to tell the story, opening his yarn with a modern-day murder in Arizona's Superstition Mountains. Story goes back into the past as William Prince, portraying Barry Storm a descendant of the evil Dutchman Who once controlled the riches of the mine, searches among state records in an effort to locate the mine for himself.

Major portion of the film is given over to Glenn Ford's portrayal of the Dutchman. Jacob Walz, who came by the mine with a murdering riffe. Footage covers his ill-conceived romance with Ida Lupino, a girl as greedy for wealth as the Dutchman himself. Sequence concludes with Ford's mad destruction of Miss Lupino and her husband, Gig Young, and then his own death by an earthquake that apparently has concealed the mine forever.

Prince has his top moments when he nears the gold cache, only to be set upon by a deputy sheriff. Will Geer, who has killed off all who seemed on the verge of find-ind the treasure. They engage in a pitched, cliff-top battle that builds into gripping suspense for the watcher and which brings the film to a thrilling conclusion.

Cast ably goes about its business under Simon's helming. Latter and his associate producer. Earl McEvoy, have done an expert job of presenting an interesting story. Arizona locale gets good lensing from Arche Stout and it's too bad that studio process shots don't blend too well with the authentic footage. Editing holds film to 89 minutes.

The Red Menaee
Hollywood, May 24.

The Red Menace

The Red Menace

Republic release of Herbert J. Yales
production. Features Robert Rockwell.
Hanne Asman. Shepard Menken Barbra
Fuller. Betty Lou Gersun. Lester Luther.
Hanne Asman. Shepard Menken Barbra
Fuller. Betty Lou Gersun. Lester Luther.
Hanne Asman. Shepard Menken Barbra
Fuller. Betty Lou Gersun. Lester Luther.
Hanne Berleit Duke Williams. Directed by
R. G. Springsteen. Screenplay. Albert
Boenhoud: camera, John MacBurnie: music.
Nathan Scott: editor. Barry Keller. PreMollie Of Flaherty
Hanne Asman
Henry Solomon
Mollie Of Flaherty
Fyonne Kraus
Ford Menken
Barbra Fuller
Fyonne Kraus
Hanne Martin Steller
H Sam
Mrs. O'Flaherty
Benson
Schultz
Proprietress
Father O'Leary
Reachl
O'Toole
Tom Wright
Sheriff Duke Williams
Kay Rellil
Royal Raymond
Gregg Murtell
Mary DeGolyer
Leo Cléary
Norman Budd
Lloyd Davies
spoleon Simpson
Robert

Republic, better known for westerns and escapist film dramas, has
come up with a bold melodrama
hitting at Communists and the fellow travellers who aid them. "The
Red Menace" is a frank piece of
screen propaganda and Republic
plans to sell it on that basis with
a hypoed exploitation campaign.
A documentary flavor has been
achieved by using a cast of unknowns: the script is articulate
enough in making its pitch against
insidious Red encroachment; it
waves the flag at the proper times
and is an okay melodrama on
other points. Being propaganda,
jic will need the help of Republic's best exploitation guns
A veteran, disgruntled over the
lack of Government protection
from sharnshooting houstne cache-

DeMond and Gerald Geraghty, bespeaking lengthy research to make
the facts stick. Director R. Ge
Springsteen has used a matter-offact approach to the story, rather
than thriller tactics, which helps
the documentary effect.

Story opens with a young couple
fleeing across the country from
Los Angeles and then flashes back
to explain their flight and their
fear. Robert Rockwell is the vet,
whose dissatisfaction with the
postwar world is fanned by commie agents until he is almost sold
a bill of goods about the party.
The Reds use sex, money and even
fear, to sell their propaganda, but
Rockwell and a party teacher.
Hanne Axman, wise up in time to
escape and turn their energies to
being good citizens who can live
without fear of commie reprisals.
Rockwell is good as the confused yet and Miss Axman handles
herself very ably. Shepard Menken stands out as a Jewish party
member who escapes by death.
Barbra Fuller, Betty Lou Gerson,
William J. Lally, Duke Williams
Leo Cleary are among the other
fellow-travellers, commies and
good Americans who put over
some exceptionally good scenes.
Herbert J. Yates takes his first
executive producer credit with
this one and the personal interest
will follow through into the wholesale exploiting that will support
its release. A competent lensing

will follow through into the whole-sale exploiting that will support its release. A competent lensing chore by John MacBurnie, an ex-cellent music score by Nathan Scott and tight editing are among the expert technical credits.

RKO release of John Ford-Merlan C. Copper darko production. Stars Terry Greek of John Ford-Merlan C. Copper darko production. Stars Terry Greek of John Hong Copper Comers. J. Roy Hunt: technical creator. Wills o'Driery apecial effects. Harold Officer of John Copper Comers. J. Roy Hunt: technical creator. Wills o'Driery apecial effects. Harold Cheeman. Tradeshown May 19. '49. Jill Young Greek. J. Terry Greek Copper Copp

Running time. 98 MINS.
Jill Young Terry Moore
Gregg Ben Johnson
Max O'Hara Robert Armstrong
Mr. Joseph Young (gorilla) Himself
Windy Frank MeHugh
Jones Doutlas Fowley
Crawford Denis Green
Smith Paul Guilfoyle
Brown Nestor Psiva

Corn, comedy and thrills Corn, comedy and initials com-bined in an exploitation natural give "Mighty Joe Young" a most favorable boxoffice outlook. Not since "King Kong" have theatres had a topnotch jungle feature to ballyhoo into fat grosses. "Young" is such a film and can be given

Spirit of '49

"Spirit of '49." film industry short made as part of the pic-ture business, cooperation with the current U. S. Bond drive, is being distributed by Univeras being distributed by Univer-sal. Dore Schary-Richard Gold-stone production stars Jack Benny and features Rochester. Script is a natural since they follow much of the same rou-tine as on the radio—Benny's contrasted to Rochester's easy-

contrasted to Nochester's easy-come, easy-go.

Business of unlocking a huge vault, after the guard is made to turn the other way as Benny works with the com-bination, down to the scream-Benny works with the combination, down to the screaming sirens, clanging bells, etc., as the safe door is swung open is utilized. Only this time. Benny comes out with a gold spike, alleged to have come from ceremonies uniting the rail line from the east with the rail line from the east with the rail line from San Francisco. Flashback shows Benny's ancestors trekking westward in the California gold rush days, with fitting scenes from such epics as "Covered Wagon." Union Pacific." "Thundering Herd." and "San Francisco." Plot has Benny investing in Government bonds, on basis of getting back \$4 for every \$3 invested, and 10 years later actually getting that much back. Jack Benny's tagline to Rochester, after the latter says he's going to put his salary into Savings Bonds, is "That's the Spirit of '49."

Rochester, after the latter saxs he's going to put his salary into Savings Bonds, is "That's the Spiril of '49."

Aside from heing one of very few times that Benny has appeared in a short, the subject avoids much of the blatant appeal so many such bond drive shorts have had. The impact to have the people invest in Government bonds is nicely worked in, and only after a maximum of deft Benny clowning. In addition to the smooth production job, including Armand Deutsch's coordinator work, the short hoasts topfisht sound and worthwhile screenplay by Allen Rivkin.

The Weaker Sex

"The Weaker Sex" |Ran being released in the U.S. Eagle Lion, will be tradeshov in New York tomorrow |2 (Rank) in New York tomorrow 126), Pic, which presumably is a tribute to the long-suffering British housewife, was reviewed in Vartery from London, Oct. 26, 1948, where it was cited as possessing "very little in story values." Reviewer felt that the recalling of the war days and the rationing and queues still faced by the British people "may earn a sympathetic response," from femme audlences in America.

Review credited the stars Ursula Jean and Cecil Parker with good performances and

Ursula Jean and Cecil Parker with good performances and summed up the supporting roles as being "played with competence by an experienced cast but they are unable to redeem a subject which, while abounding in sincerity, is devoid of vitality."

flamboyant handling to build stout

namboyant handling to build stout ticket window interest.

"Young" is fun to laugh at and with, loaded with incredible corn, plenty of humor, and a robot gorilla who becomes a genuine hero. The technical skill of the large steff of experts gives the robot life, both for audience thrills and sympathy, and helps to tie together the ten-twent'-thirt' elements of the story.

Plot of the Merian C. Cooper original, scripted by Ruth Rose, deals with a gorilla, raised in the African jungle by a young girl. Both the girl and the gint ape are happy with their rusticating until a safari headed by Broadway producer Robert Armstrong arrives in the jungle, Armstrong is looking for decorations for a flashy night club he is building in Hollywood and immediately sees the possibilities of the ape and the girl. The pair are brought to the States. Both become discontented away from their native heath. The ape goes on rampage, is condemned to death but escapes with two human friends. While fleeing, they tarry long enough to save several small children caught in an orphanage fire. Joe hecomes a hero, is forgiven by the law and returns to Africa.

The presentation by John Ford and Cooper pulls all stops in slugging away at audience risibilities while pointing up the melodramatic phases. It's this general air of tongue-in-check treatment that makes the corn palatable and will keep an audience grinning even at the most thrilling moments. Armstrong's use of cowboys to lasso lions: the attempted lariating of Joe himself by the cowpokes; Joe's drunken rampage in which might glub is wrecked and the parrons stampeded are good fun as directed by Ernest Schoodsack. He, as well as Cooper, were responsible for "King Kong" so this followup is a natural.

Playing support to the robot here are Terry Moore as the girl: Ben Johnson, a cowpoke on the jungle safari and romatic interest with Miss Moore: Armstrong, Frank McHugh and sundry other capable performers. All seem to enjoy their excursion into the fantastic.

Technical chore of blending the rob

Quick on the Trigger (SONGS)

(SONGS)

Columbia release of Colhert Clark production. Stars Chacles Startest: features for Early Startest. Startest features and the College Startest for Early Star

gen Korkid Charles Starfett ruelle Smiley Burneite Smiley Burneite Lake Talbot leden George Eldredge kas Ted Adams mae Alan Bridge Hussell Arms Boxs Alfred Murdock Martin Oaks Judge Kormae Fred Reed

Another in the Durango Kid series, "Quick on the Trigger" un-winds as an okay dualer for the wild-and-woolly aficionados.

willd-and-woolly afcionados.,

Twists that hike it a cut above the usual hoss-opera are some jivey ylppy-ki-yodeling tunes and use of flashback-narrative technique. Hero, sheriff of the town, is not only quick on the draw and savvy with his mitts, but is a legal-eagle when it comes to defending himself in court. Story gets underway when the deposed sheriff (Charles Starrett) is put on trial for murdering the brother of a pert young miss who operates a

stagecoach line. He is prosecuted by an oily lawyer (Lyle Talbot), who is the real killer. The jury falls for the prosecution's riggedup evidence and convicts the exsheriff. But the latter stages a break returns garbed as the Durango Kid, whips the phoney attorney and exposes him as the actual gunman. Then he comes back in his everyday outfit and gets his old sheriff's badge.

Starrett is properly resourceful and hard-riding in the sheriffDurango Kid role, although where he picks up the Kid's black outfit and why his quick-change should fool a whole town remain mysteries. Talbot is adequately menacing as the over-weight heavy

icries. Talbot is adequately menacing as the over-weight heavy and Helen Parrish is fair as the stagecoach ingenue. Smiley Burnette carries the comic relief burden capably, putting over some slapstick routines as a simpleminded bugler and some horsey hi-de-ho numbers accompanied by the Sunshine Boys quartet. One laugh-getter was a novelty song with a dancing nag.

Leave It to Henry

Hollywood, May 21.

Monogram release of Peter Scully Mays (ali) production, edited by Scully Stars fair production, edited by Scully Stars fair production, edited by Scully Stars fair sta

"Leave It to Henry" is an excellent followup to Monogram's "Henry, the Rainmaker." It has the same general homey, humorous flavor of the first and will rate plenty of bookings as a supporting feature to bolster twin bills. Entertainment pattern set by the first two rates another followup.

porting feature to bolster twin bills. Entertainment pattern set by the first two rates another followip.

Oldtime funny men such as Raymond Walburn, Walter Catlett and Olin Howlin carry the ball for comedy and do slick jobs of it. Walburn repeats his Henry Latham character while Catlett is back as the mayor, both making for a very pleasant 57 minutes of cluckles.

This time Henry gets in trouble the two the tries to top a contennial celebration planned by the ladies of the town. The topper is to be the enactment of the burning of a river steamboat. With the continuance of the mayor. Henry erects a replica of the steamboat on a barge, fires it and floats it down the river. It catches on a bottle, everything goes up in flames, and Henry goes to jail. Story is told in flashback from the witness chair at Henry's trial.

Cast works hard and capably to put it over and there are plenty of laughs as the plot develops. D. D. Beauchamp gave it good dialog and situations in scripting from his own mag story and Jean Yarbrough's direction values the material correctly and with god pace. Among top scenes is the riverboat christening staged by Walburn, Catlett and Howlin, complete with champagne and corny gags.

Aiding the fun is young Gary.

plete with champagne and corny gags.
Aiding the fun is young Gary Gray, Henry's son; Barbara Brown, the suffering wife; Ida Moore, lat-ter's caustic-tongued aunt; and Houseley Stevenson, miscely toll bridge owner. Mary Stuart re-peats her role of Henry's daughter and again Impresses as a capable actress.

actress.

Peter Scully's production supervision has obtained excellent effects for budget and his editing is expert. Lensing by William Signer is good.

Brog.

Brog.

Fools Rush In

GED release of J. Arthur Rank-Finewood Cathrew Baring) production. Features Sally Ann Howes. Gus Rolfe Some John Paddy Carthurs. Servenglas. by Geoffrey Kerr. from play by Kenneth Horner: comerca Geoffrey Vinwurth. 68 wald Morris: editor. George Clark musik. Horner: comerca Geoffrey Vinwurth. 68 wald Morris: editor. George Clark musik. May 16. 49. Running Imme. 82. 411.8.
Pamela Dickson Sally Ann Howes. Paul Dickson Sally Ann Howes. Paul Dickson Niva Sur Rolfe Arnella Dickson Niva Sur Rolfe Arnella Dickson Niva Sur Rolfe Miss. Coot Those Hind Miss. Coot Those Hinds Miss. Mandrake Nija Annella Gale Wirs. Miss. Charles Victor Charles Victor. Guy Rolfe Nora Swi binrie Nigel Birchanan Baymond Lovell Thota Hird Patricla Raine Nota Nicholson Peter Hammond Charles Victor Esme Cannon

Lacking in action and wit.
"Fools Rush In" is a very pedestrian attempt at light entertainment which has little U.S. appeal.
Based on a play by Kenneth Horne, the pic relates the ento-tions of a girl who changes her mind on her wedding day after

(Continued on page 18)

40 FILMS ROLL IN PROD. SURGE

Charge Majors With Discrimination BUT NO STEPUP 10 Cos. in MPEA Split \$3,000,000 In 3 **In Ousting SPG Union Activists**

long fight with major companies for a new pact, Screen Publicists Guild is filing charges with the Guild is filing charges with the National Labor Relations Board charging the industry with discriminatory firing and intimidation of union members. Several layoffs in the homeoffice flackeries, SPG alleges, violated seniority rights and were desligned to oust Guild adherents. SPG execs assert such practices are illegal even under the Taft-Hartley law. Taft-Hartley law.

Taft-Hartley law.

Little hope for settlement was seen in the renewed efforts of Federal commissioner of mediation, M. L. Stone, to bring both parties together Monday (23). Guild representatives attended the meeting reluctantly, stating the companies are still refusing to make "satisfactory counter-proposals" to wage hike and tightened security provisions.

Both SPG and Screen Commissioners.

provisions.

Both SPG and Screen Office & Professional Employees Guild. meantime, called off their picket lines before the Palace on Broadway after souring the nostalgic goodwill which welcomed vaude's comeback last Thursday (19). Picketing, however, has been intensified around Loew's theatres on a five-night-a-week basis. But whenever a Loew's house plays an Eagle Lion picture, the Guilds hold back since the latter company Eagle Lion picture, the Guilds hold back since the latter company has the sole industry pact with the whitecollarite unions.

Wehrenberg Bequeaths \$50,000 to 7 Employes

St. Louis, May 24.

Seven employes of Fred Web-renberg, pioneer exhibitor here who died two weeks ago, were be-queathed a total of \$50,000 under the terms of a will filed last week the terms of a will filed last week in the St. Louis county probate court. Beneficiary of the largest sum, \$25,000. is Lester Kropp, gen. mgr. of Wehrenberg's chain of 10 Indie houses and three St. Louis County drive-ins. Kropp worked for Wehrenberg for 32 persons of the County drive-ins. onty drive-ins. Kropp worked Wehrenberg for 33 years.

Other employe beneficiaries are Mrs. Helen Foster, Miss Catherine Eilermann and Gustav N. Kranse. Eltermann and Gustav N. Krainse, managers and cashiers of three houses, each of whom will receive \$7.500. Wehrenberg's widow is to receive one-half of the estate before gifts to the employes. Another \$59,000 in specific bequests are made. are made.

Wehrenberg's son-in-law. Paul Krueger, manager of three houses, is to receive \$25,000, his grandson. \$25,000, and a sister, \$5,000. Three other employes. F. H. Marlott, Joseph Litvag and Alfred Kropp. will receive a total of \$2,500 to the Wehrenberg willed \$2,000 to the Better Films Council of Greater St. Louis and \$2,000 to the Child's Conversation Conference of St. Louis, a charity.

Esso Pix's Big Distrib

Seven documentary films, produced by Esso Standard Oil on an institutional advertising basis, have been chosen by the U.S. State Dept. for showing abroad by U. S. embassies and legations. Via this channel, the films will be exhibited before select audlences in 45 countries, including those behind the Iron Curtain and in Russia itself. Films deal with cultural and historical aspects of life in seven states.

Soundtracks for 76 prints of each film are being prepared in all the major languages.

20th Renews Bassler

Twentieth - Fox renewed Robert Bassler's producer contract for two years, during which his pro-gram calls for seven features. three abroad and four on the home lot

Meanwhile. Bassler has two completed productions awaiting re-lease, "Sand" and "Collision."

Carrillo as Villa

Hollywood, May 24.

Leo Carrillo goes south of the border to star in "Pancho Villa," to be produced by Miguel Con-treras Torres at the Churubusco studios in Mexico City,

Mexican government is cooperat-ing on the picture, which will be made in separate Spanish and Eng-lish versions, with a deal in the making for RKO release north of the border.

Big Writeoff Keeps RKO Net **Down to \$504,044**

Writeoff of costs of certain to \$1.045.693 is tabbed as a major factor in RKO winding up the year 1948 with only \$504.044 consoli-1948 with only \$504.044 consolidated net profit, according to financial report of last week. Without this heavy writeoff, the corporation might have wound up the year with \$1.500.000 net, or close to that figure, since this \$1.045.693 figure was authorized by the directors as a writeoff by a direct charge to profit and loss instead of being charged to studio overhead, and thereby allocated to the cost of pictures produced during the year.

RKO profit compares with \$5.

produced during the year.

RKO profit compares with \$5,085,848 shown in 1947. Just how drastic this writeoff for 1948 totaled is seen by the explanation in financial statement to stockholders. This cited that nearly all of the \$1,045,693 would have been included in Inventories of productions as of Dec. 31 last year had the usual accounting procedure of the company been followed. Only reason given for the unusual procedure and drastic writeoff is that it was taken "subsequent to a change in studio management and as an incident thereto."

Just how much out of line the

Just how much out of line the total net for 1948 was is seen in the note to stockholders from Ned E. Depinet, in which the first quarter net for 1949 was revealed. This shows \$1,037,480 consolidated snows \$1,037,480 consolidated net profit for the initial quarter this year, the three months topping the full year of 1948. It compares with \$1,345,327 in first quarter of 1948.

\$1.345.327 in first quarter of 1948. RKO gross income for last year totaled \$109.995.921, with all excepting \$4.227.901 coming from film rentals, sales and theatre admissions. Corporation did not break down the totals to show how much came from the theatre company and how much from distribution. Corporation listed its expenses at \$104.372.282, \$29.128.066 of which going for amortization of of which going for amortization of film costs and expenses: \$28.228.-687 for royalties and participations and \$47.015.528 for operating and general expenses.

general expenses.

Corporation's charge for losses on investments in productions, stories and continuities amounted to \$3.357.370.

Despite the small net profit for the year, RKO earned surplus as of Dec. 31, 1948, was \$21,682.181 after paying \$2.339.941 in dividends on common.

SPG Industry-Wide Vote Hollywood, May 24.

Screen Publicists Guild filed a petition for an industry-wide election yesterday (Tues.), leaving the decision of the size of the voting unit in the lap of National Labor Relations Board. Pro-International Allionce of Theatrical Employees flacks said they'll maintain demands for studio election only.

SPG originally asked for wider jurisdiction also covering advertising agency flacks. tion yesterday (Tues.), leaving the

YET IN RELEASES

Hollywood, May 24.
Feature production at the Hollywood studios, which receded to an ebb of 28 only four months ago, is now perking again, with some 40 films now before the cameras at the nine major and minor studios and among indie producers. Total is about the same as that in production at this time last year but the final roundup for 1949 should see it far ahead of '48, since 30 more features are scheduled for lensing within the next several months, as against 20 at this time a year ago. a vear ago.

a year ago.

Chief reason offered for the production surge is the taster playoff being given most pictures at the nation's boxoffice. Distributors, however, have not yet stepped up their rate of release, which is leading to the paradoxical situation of an Increase in backloss in an era ing to the paradoxical situation of an Increase in backlogs in an era of faster playoffs. Most of the ma-jors, it is known, plan to boost their total of completed and unre-leased films to somewhere between the 15 and 20 marker, which they consider the safe point. Once that is reached, and if pictures continue their present playoff rate, then it is expected the releasing schedules will be upped. Indicating the general thinking

will be upped.
Indicating the general thinking on the part of the majors is the present position of 20th-Fox. Studio, with 12 features now finished and waiting release, expects to have its total 1949 release roster wound by next month. As a result, 20th plans to have seven more features before the cameras early in June, which will represent potential releases for the first half-year of 1950. Tweptieth, consequently, will have no summer leture year of 1950. Twentieth, conse-quently, will have no summer letup in production.

Metro's 8 in Work

Metro's 8 in Work

Biggest iocrease in film-making
activities is being racked up by
Metro. Company had only three
features in the works at this time
last year but currently has eight
before the cameras, most of them
top-budgeters. That figure does not
include "Annie Get Your Gun,"
which resumes production as soon
as the femme star question is settled, following the temporary suspension of Judy Garland.

Other companies are running
about the same as last year, fol-

pension of Judy Garland.
Other companies are running about the same as last year, following the pickup in production during the last month or so. Columbia has four now, as against five last year, and RKO, with three (Continued on page 18)

PAR EXECS' OUICKIE WHIRL AT THE STUDIO

Barney Balaban, Al Schwalberg, Max Youngstein and other Para-mount bomeoffice brass return to New York at the end of this week

New York at the end of this week from sales meetings and studio confabs on the Coast. Los Angeles sessions first two days of this week wound up the series which had been previously beld in New York, Pittsburgh, Chicago and Dallas, Balaban and Youngstein planed out of New York Sunday (22) night for the meetings. It was a twin bill for them, since they addressed the sales crew and then planned to be at the studio the rest of the week for introduction by Balaban of Youngstein to excess there and for discussions of publicity-adverof Youngstein to exers there and for discussions of publicity-advertising plans.

Youngstein finished up as pub-ad

Youngstein finished up as pub-ad chief at Eagle Lion Friday (20) and lomediately shifted over to Par. Coast confabs are being held with studio topper Henry Ginsberg, Y. Frank Freeman, studio publicity chief Norman Siegel and others on plans for coordinating work of the pub-ad department, to lay out campaigns on upcoming pix, to determine release dates, etc. Also on the Coast for the sessions is eastern studio rep Russell Holman. Sales department exces who were west for the two-day L. A. parley were, in addition to Schwalberg. Ted O'Shea, Fred LeRoy, Oscar Morgan and sales attorney Dick Morgan.

Years But Less Expected Henceforth

U-I Spurts

Hollywood, May 24.

Production at Universal - International gets a shot in the arm, with six pictures slated to start within the next 30 days, the heaviest one-month field of starters in recent years on that lot.

Lined up are "Bagdad." "The Kid from Texas," "Java." "Hot Water," "Fugitive from Terror" and "Buccaneer Girl, Currently filming are "Francis" and "Abandoned."

Hollywood Asking \$2,180,000 to Stay In Jap Pix Mart

American film companies asked Congress last week for \$2,180,000 to cover their operation in Japan for the next fiscal year and strong-thinted withdrawal of their prod-uct from that territory altogether if financial aid is not appropriated, Irving Maas, v.p. and general man-ager of the Motion Picture Export Assn., disclosed this week. Motion picture industry will no longer operate at a loss in Japan while every other type of American busi-ness is not only getting costs, but a fair profit. Maas declared. for the next fiscal year and strong

At the House appropriations hearings, Jack Bryson, MPAA legislative rep, asked the committee for \$2.180,000 to cover distrib costs on 104 features, 52 shorts, and 52 newsreels in Japan during the next fiscal year. The MPEA has been sending in pictures at the request of the Army. Bryson said \$514,000 was for the cost of distributing pictures in the area and \$1,656,000 was the share of production costs attributable to the Nip market. In the four years that MPEA has been shipping pictures to Japan, it has lost millions. Bryson explained, because the value of its frozen yen has depreciated so badly.

MPEA, which bandles the terri-

has depreciated so badly.

MPEA, which bandles the territory on a co-op basis for most of
the U. S. companies, has been able
to do nothing with the yen up to
now except pay actual operating
costs in Japan. Mass claims that
much of the frozen coin could be
thawed if the AMG would grant
permission for buying merchandles
for shipment here, for deals with
charitable organizations sending
money to Japan and for other of
the various means by which money
is liquidated—generally at a discount—in other countries.

is inquitated—generally at a dis-count—in other countries. MPEA held contracts with the member-companies for distribu-tion of their product in Japan and (Continued on page 18)

WALSH HELPS KILL N.Y. PAR RUMP PICKET LINE

Under direct pressure from Richard F. Walsh, prexy of the International Alliance of Theatrical Stage Employees, rank-and-file members of projectionists Local 306 called off their picket line before the Paramount, N. Y., lastweek, Unanthorized picketing had been going on tor a month to protest dismissal of two boothmen at the Brooklyn Paramount, Local 306 execs had not been "officially" supporting the demonstrations.
Walsh stepped in after Para-

walsh stepped in after Para-mount execs pointed out the Para-mount had a bona fide-pact with Local 306 still in operation. IA prexy told the projectionists to "cut if out." but promised to try and reach an agreement over the laid-off operators.

Joe Mankiewicz Wins Award Hollywood, May 24 Joseph L. Mankiewicz won the first annual Screen Directors Guild award for 20th's "Letter to Three Wives."

Motion Picture Export Assn., which marks the completion of three years of operation this week, has during that period spllt among its 10 member companies a total of \$3,000,000, it was disclosed by Irvlng Mass, v.p. and general manager. On the basis of a 10-week tour of Europe from which he recently returned, Mass said, however, that reductions in the MPEA's rate of income could be expected as a result of tighter restrictions on American pictures in many countries.

Anierican pictures in many countries.

Association is a cooperative venture of most U. S. distribs, handling their product in 13 nations behind the fron Curtain, in the occupied areas and other territories presenting special problems. Decrease in anticipated income which Mass oncutioned is aside from Holland, where the companies have resumed individual operation with MPEA acting merely as a servicing organization, and Germany, where the situation will resemble the Netherlands after next Dec. 31. Last MPEA profits melon was split in January and some coin has accured since then. It will be divived when it is felt by the directors to have achieved worthwhile proportions. In addition to the \$3,000,000 profits which have been handed the members, they got back \$250,000 which they advanced to set up the organization.

With the possibility that the MPEA will cease activity in Japan and Korea after June 30, and that Austria and Indonesia will go back to individual company operation, as in Holland and Germany, MPEA

Austria and indonesta will go back to individual company operation, as in Holland and Germany, MPEA will be further tribmed. Maas said However, he added, there is always the possibility of improvement in some countries, such as recently occurred in Yugoslovia, or that MPEA will be additionally as-signed an area such as China, (Continued on page 20)

Dorfman Out, Danzigers Take Over Henreid Pic

Edmund Dorfman, who was to have financed Paul Henreid and Bernard Vorhaus in the indie production they plan for United Artists release, has pulled out. As a result, Edward J, and Harry Lee Danziger have taken over the financing and will participate in the package.

financing and will participate in the package.

Danzigers, who operate a sound studio in New York, recently produced "Jigsaw." Franchot Tonestarrer, in Manhattan. They put up all the financing themselves. They have now nortgaged the finished picture in a bank, and are using the resultant loan for angeling "Rumaway." the Henreid-Vorbaus film. It will be budgeted at around \$550.000, with deferments by Henreid, who will appear in it. Yorbaus, who will direct, and others. This will considerably required to advance. quired to advance

quired to advance.

Dorfman was to have put second boney for "Runaway" and arrange a bank loan, but the deal never went through. He now has another package, "Guilty Bystander," from a mystery novel, for which he has been endeavoring to arrange a release deal. He claims it is completely—financed. Don Ettlinger has done the script, and Geraldine Fitzgerald and Mary Boland are reportedly cast in the production, which will be filmed in New York. UA will not distribute it.

which will be filmed in New York. UA will not distribute It. Danziger brothers have another pic, "Sarumba." for which they are seeking a flat sale of distribution rights. It was made in Cuba about two years ago, with Michael Whalen and Doris Dowling starred. It was partly finished when they acquired it by nutting up the end money needed to finisk it. Their "Jigsaw" will have its New York preem Saturday (28) at the Mayfair.

Henreid-Vorbaus pact with UA Henreid-Vorbaus pact with UA for "Runaway" calls for straight 30% distribution fee, with the pro-ducer paving for all advertising overpt co-op and special exploita-tion

more terrific than the Atlantic and the Pacific M.G.M's Technicolorful

is.



Gale Lashes Chi B.O. But 'Stratton' Bangup at \$17,000; 'Africa'-Stooges Plus Auer \$50,000, 'Quartet' Oke 13G

Chicago, May 24.
Upswing in Chi Loop grosses
was halted midway last week by a
lashing rainstorm-swept Thursday
(18). Weekend biz also was affected by showers but was on uprade. Number of new entries
reached a recent high with seven
newcomers.

reached a recent high with seven newcomers.
"Stratton Story" at Grand should sweep to excellent \$17.000.
"Africa Speaks" at Oriental with Three Stooges and Mischa Auer on stage looks okay \$50,000. "Quartet" at United Artists got raves but shapes just okay \$13,000. "Make Believe Ballroom" and "Impact" at Palace is fairish \$12,000. "Il Paso" at Roosevelt should hit neat \$16,000.

"Belvedere To College" at Chicago plus Frances Langford and Jon Hall onstage leads the second week holdovers with handsome \$50,000. "Night Unto Night" State-Lake appears weak at \$9,000 on second round. "Red Shoes" at Selwyn goes Into 22d week with tidy \$7,500.

Estimates College" at Chicago plus on the Selwyn goes Into 22d week with tidy \$7,500.

Estimates for This Week

Estimates for This Week
Chicago (B&K) (3,900; 50-98)—
"Belvedere To College" (20th) with
Frances Lanford and Jon Hall p.a.
(2d wk). Excellent \$50,000. Last
week, \$64,500.
Garrick (B&K) (900; 50-98)—
"Duke of Chicago" (Rep) and "Arctic Manhunt" (U) (2d wk). Minor
\$4,500. Last week, \$6,000.
Grand (RKO) (1,500; 50-98)—
"Stratton Story" (M-G). Sharp
\$17,000 in offing. Last week,
"Joan of Arc" (RKO) (8th wk). sock
\$12,500.

\$12,500.
Oriental (Essaness) (3,400; 50-98)
—"Africa Speaks" (UA) plus Three
Stooges and Mischa Auer on stage.
Okay \$50,000 looms. Last week.
"City Across River" (U) with Dick
Continu unit (3d wk), fancy

SAT,000.

Palace (RKO) (2,500; 50-98)—
Impact" (UA) and "Make Believe Ballroom" (Col). Fairish \$12,000 likely. Last week, "Window" (RKO), okay \$17,000.

Rialto (Indle) (1,700; 50-98)—
Raven" (FC) and "Murders Rue
Morgue" (FC) (reissues). Sluggish \$7,600.

Last week, "Idol of the color o

Straight Ahead" (U) (reissues), 7,500.

Roosevelt (B&K) (1,500; 50-98)—
"El Paso" (Par). Neat \$16,000.

Last week, "Ma. Pa Kettle" (U) (2d wk). nice \$12,000.

Sclwyn (B&K) (1,000; \$1,20-\$2,40)—"Red Shoes" (EL) (22d wk).
Tidy \$7,500. Last week, \$8,400.

State-Lake (B&K) (2,700; 50-98)—
"Night Unto Night" (WB) (2d wk).
Thin \$9,000 looms. Last week, \$13,000.

United Artists (B&K) (1,700; 50-98)—"Quartet" (EL). Okay, \$13,000.

Last week, "Fan" (20th) (2d wk).
\$7,000.

Woods (Essaness) (1,073; 98)—

**(.000. Woods (Essaness) (1.073; 98-"To Sea in Ships" (20th) (4th wk). Down to \$10,000. Last week, fine \$13,000. World (India)

World (Indie) (587; 80)—"Tragic Hunt" (Indie). Oke \$3,500. Last week, "Louisiana Story" (Indie (3d wk) \$3,500.

Goodman Helps 'Jigsaw' \$17,500 in Mild Indpls.

Firstrun film biz is a little improved over recent lows this stanza, but still off usual pace. Exhibs complain slump is more than seasonal. "Jigsaw." pace the by Benny Goodman band on stage at Circle, is leading grosser, but short of sensational. -"Mother Is a Freshman," at Indiana. is ace straight filmer.

Estimates for This West.

Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net income.

The parenthetic admission prices however, as indicated, include the U. S. amusement

Kaye Tilts 'Way' Sock \$23,000, Buff.

Buffalo, May 24

Big news here this stanza is the resounding week being turned in by the Buffalo where Sammy Kaye. band is boosting "Crooked Way" to sock total. Elsewhere biz is slow. "Bride of Vengeance' looks mild at Lakes.

mild at Lakes.

Estimates for This Week
Buffalo (Loews) (3.500; 40-70) —
"Crooked Way" (UA) plus Sammy
Kaye orch onstage. Sock \$23,000
or near. Last week. "Portrait of
Jennie" (SRO) a nd "Cheated
Law" (20th), okay \$10.500.

Great Lakes (Par) (3.400; 40-70)
—"Bride of Vengeance" (Par) and
"Tucson" (20th). Modest \$12,000
or less. Last week, "Flamingo
Road" (WB) (2d wk), \$7,500 in 4
days.

days.

Hipp (Par) (3,400; 40-70)—"Manhandled" (Par) and "Michael O'Halloran" (Mono). Passable \$5,000. Last week. "Night Unto Night" (WB) and "Stage Struck" (Mono), \$6,000.

Lafavette (Basil) (3,000; 40-70)—

(Mono), \$6,000.

Lafayette (Basil) (3,000, 40-70)

"Ma, Pa Kettle" (U) and "Song of India" (Col). Good \$15,000. Last week, "Undercover Man" ((Col) and "Make Believe Ballroom" (Col), \$13,000.

Century (20th Cent) (3,000; 40-70)—"Pride of Yankees" (RKO) (reissue) and "Parole, Inc." (EL). Barely okay \$7,500 in 5 days. Last week, "Outpost In Morocco" (UA), oke \$11,500.

Too Much Baseball in Pitt But 'Pacific' Fast \$12,000; 'Night' Dim 10G

\$12,000; 'Night' Dim 10G

Pittsburgh. May 24.

Too much baseball just about tells the story this week. With the Pirates drawing terrific crowds at night and also day games. 'Barkleys of Broadway'' is holding up fairly well in second stanza at Penn and ''Canadian Pacific' isn't doing too badly at Harris. but other first-runners are dragging bottom.

Estimates for This Week
Harris (Harris) (2,200; 45-80)—
''Canadian Pacific'' (20th). Action picture off to good start, and looks last \$12,000 or over. Last week. 'The Fan' (20th), \$8,000 in 6 days.

"Enn (Loew's-UA) (3,300; 45-80)—
"Barkleys of Broadway" (M-Gi 2d wk). Bit below average herefor h.o., but okay at \$12,500. Last week, strong \$20,000.

Ritz (Loew's) (800) \$1-\$1.20—
''Red Shoes'' (EL) (2d wk). Advance sale perking up and second stanza should hit sturdy \$8,500, nice improvement over last week's \$7,000.

Stanley (WB) (3,800: 46-80)—

\$7,000.
Stanley (WB) (3,800: 46-80)—
"Night Unto Night" (WB). Another dim one at \$10,000 or less. Last week, "Adventure Baltimore"

a Freshman," at Indiana is ace straight filmer.

Estimates for Thls Week Circle (Gamble-Dolle) (2,800; 50-90)—"Jigsaw" (UA) with Benny Goodman orch onstage Modest \$17,500. Last week. "Duke of Chicago" (Rep) with Freddy Martin orch, Marilyn Maxwell, onstage, \$16,500.

Indiana (G-D) (3,300; 44-65)—"Mother is Freshman" (20th) and "Search for Danger" (FC). Fair \$12,000. Last week. "Flamingo Boad" (WB) and "Tuna Clipper" (Mono), ditto.

Loew's (Loew's) (2,450; 44-65)—"Undercover Man" (Col) and "Big Jack" (M-C). So-so \$10,000. Last week, "Paisan" (Indie), \$8,000, good for foreign film here.

Lyric (G-D) (1,600; 44-65)—"Charles (G-D) (

'UNDERCOVER' BRIGHT \$12,000, BEST IN MPLS.

Minneapolis, May 24.

There's little important new fare on tap currently and biz continues depressed despite cold weather that's favorable for attendance. Best entry appears to be "Undercover Man" at Orpheum, which shapes fairly nice. Otherwise the only major newcomers are "The Bribe" and "The Fan." neither evoking much enthusiasm. Best boxoffice bet prodably will be holdover of "Belvedere Goes to College," in second week.

Estimates for This Week

Century (Par) (1,600: 50-70)—
"The Fan" (20th). Doing only nild \$4.000 or near. Last week, "Pygmalion" (Indie) (reissue), \$3.500,

\$3.900,

Radio City (Par) (4,600; 50-70)—
"Belvedere to College" (20th) (2d wk), Headed for trim \$12,000 after big \$18.000 first week,

RKO-Orpheum (RKO) (2,800; 50-70)—"Undercover Man" (Col)

Dig \$10.000 HIST WEED.

RKO-Orpheum (RKO) (2.800; 50-70)—"Undercover Man" (Col).
Praise for this one. Good \$12,000 in prospect. Last week. "Walking Hills" (Col). Hight \$8,000 RKO-Pan (RKO) (1.800; 50-70)—"Casablanca" (WB) and "C-Men" (WB) (reissues). First-rate \$8,000 Last week. "Walked by Night" (FL). Hight \$6,000.

State (Pan) (2.300; 50-70)—"The Bribe" (M-G). Moderate \$10.000.

Last week. "Flamingo Road" (WB), big \$13,000.

World (Mann) (400; 50-70)—"Ball Game" (M-G) (44th wk'. Still profitable at \$3,000. Last week, \$3,500.

'Pony' Paces K. C., \$11,000; 'Hills' 9G

Kansas City, May 24 Lighter week is in store for wickets this week with holdovers in two major houses and new films rated lightweight. "Red Pony" is rated lightweight. "Red Pony" is tame leader for top coin of new pix at Tower-Uptown-Fairway com-bo. "Walking Hills" looks so-so at Orpheum. Holdover of "Barkleys of Broadway" at Midland shapes healthy. Weather is rainy. Estimates for This Week

Esquire (Fox Mldwest) (820; 45-65)— Frankenstein Meets Wolf Man" (Indie) and "Mad Ghoul" (Indie) (reissues). Slow \$2,800. Last week, "Scatterbrain" (Rep) and "Yokel Boy" (Rep) (reissues), same.

Last week, "Scatterbrain" (Rep) and "Yokel Boy" (Rep) (reissues); same.

Kino (Dickinson) (550, \$1.20-\$2.40—"Red Shoes" (EL) (5th wk). Still great money at \$3.000.

Midland (Loew's) (3,500, 45-65)—"Barkleys of Broadway" (M-G) and "The Judge" (FC) (2d wk). Good \$11,000. Last week, sock \$21,000.

Orpheum (RKO) (1,900; 45-65)—"Walking Hills" (Col) and "Song of India" (Col). Average \$9,000. Last week. "Pride of Yankees" (RKO) and "Tall in Saddle" (RKO) (reissues), \$10,000.

Paramount (Par) (1,900; 45-65)—"Dream Is Yours" (WB) (2d wk). Moderate \$9,000. Last week, triin \$14,000 to win holdover.

Roxy (Durwood) (900; 45-65)—"Red Stallion Rockies" (EL) and "Million Dollar Weekend" (EL). Average \$3,500 or over. Last week. "Since You Went Away" (SRO) and "Hired Wife" (U) (reissues), \$3,000.

Tower - Uptown - Fairway (Fox Midwest) (2,100, 2,043, 700; 45-65)

Tower - Uptown - Fairway (Fox Midwest) (2,100, 2,043, 700; 45-65)

—'Red Pony" (Rep), Mild \$11,000
in 6 days, "Daughter of Jungle" (Rep) added at Tower. Last week,
"Canadian Pacific" (20th), medium \$14,000 in 8 days.

'Pacific'-Vaude Wow 27G Cheers B'way; 'Lady' \$16,000, 'Story' 15G, Both Dull; 'Brave' Fine 23G, 'Stratton' 118G, 2d

All-day rain last Sunday (22) "Canadian Pacific" (20th) with 8-plus plenty of moisture on Friday act vaude show. Initial week of (20) is giving Broadway firstrun theatres a slight boost this session despite an oversupply of holdovers. c ap a city. New bill, "Slightly The real break the deluxers got was the Sunday downpour since it kept thousands, now outdoor-minded, away from country and open road.

Paramount (Par) (3,664; 55-\$1.50) — "Manhandled" (Par) plus Janet plus Janet and plus plus Janet and plus plus Janet plus Jan

minded, away now, open road,
The biggest news this week is the smash tashion in which vaude-ville was brought back to the Palace. Firstrum "Canadian Palace, of the acts of was broug Firstrun wit ville was brought back to be Palace. Firstrum 'Canadian Pacific' coupled with eight acts of vaude is spelling \$27,000, virtually capacity and terrific in view of low scale. Only thing comparable at this house in many months was "Last Days Pompeil'." She, 'reissue combo, which hit \$31,000 but which had the advantage of higher admissions.

which had the advantage of high admissions. "One Woman's Story" at Risolo. "Cone Woman's Story" at Risolo. "Lady Gambles" also is disappointing at Criterion with \$16,000 or near, especially slow in view of ex-

"Lady Gambles" also is disappointing at Criterion with \$16,000 or near, especially slow in view of excellent campaign.

"Home of Brave" is displaying marked stamina, with big \$23,000 or close in second Victoria week after socko \$30,000 opener. "Stratton Story" shapes to land \$118,000 in second stanza at Music Hall. enough to win a third week.

Many houses are bringing in new bills this week to take advantage of anticipated Memorial Day upbeat this weekend. Paramount opens "Manhandled." Capitol opens "Tulsa" and "Beautiful, Blonde" preems Friday (27) at the Roxy. all with stage shows. "Younger Bros." plus Bobby Byrne band tees off the same day at the Strand. "C.Men" also opens Friday at Rialto. Mayfair brings in "Jigsaw Saturday (28). "Hellfire" starts same day at Gotham.

Estimates for This Week.

Astor (City Inv.) (1,300, 60-\$1.50). "We Were Strangers" (Col) (5th wk). Fourth session ended last night (Tues.) dipped to \$12,500 after okay \$16,500 for first week, albett below initial holdover stanza after good \$126,000 first week, albett below initial holdover stanza after good \$126,000 first week, albett below initial holdover stanza after good \$126,000 first week, albett below initial holdover stanza after good \$126,000 first week, albett below initial holdover stanza after good \$126,000 first week, albett below initial holdover stanza after good \$126,000 first week, albett below initial holdover stanza after good \$126,000 first week, albett below initial holdover stanza after good \$126,000 first week, albett below minitial holdover stanza after good \$126,000 first week, albett below minitial holdover stanza after good \$126,000 first week, albett below minitial holdover stanza after good \$126,000 first week, albett below minitial holdover stanza after good \$126,000 first week, albett below minitial holdover stanza after good \$126,000 first week, albett below minitial holdover stanza after good \$126,000 first week, albett below minitial holdover stanza after good \$126,000 first week, albett below minitial holdove

nice \$11,500 last week. Continues indef, with all-summer run planned
Capitol (Loew's) (4,820; 80-\$1.50)
—"Sun Comes Up" (M-G) with Glen Gray orch, Jackle Miles, Gracie Barrie (2d-final wk). Down to \$18,000 after very dim \$21,500, below hopes and all-time low for stage-film policy here on first week. "Tulsa" (EL) with Eddy Howard orch, Marilyn Maxwell topping stage bill opens tomorrow (Thurs.) after three preview showings of film today.
Criterion (Loew's) (1,700; 70-\$1.75)—"Lady Gambles" (U). Not getting what had been expected, with 'title small help; doesn't look to get over \$16,000. Holds. In ahead, "Africa Screams" (UA) (2d wk-9 days), mere \$10,000.
Globe (Brandt) (1,500; 50-\$1.20)
—"Champion" (UA) (97th wk). Still profitable at \$14,500 after okay \$16,000 last week. Continues. Gotham (Brandt) (900; 44-90)—"Okampion" (UA) (97th wk). Still profitable at \$14,500 after okay \$16,000 last week. Continues. Gotham (Brandt) (1,736; 50-\$1.20)—"Blossoms in Dust" (M-G). S1.20)—"Blossoms in Dust" (M-G) (reissue: Looks mild \$14,000, and will not hold. In ahead, flifth week of "Wizard of Oz" (M-G) (reissue: \$10,000. "Jigsaw" (UA) opens Saturday (2B). Palace (RKO) (1,700; 55-\$1.20)—

Paramount (Par) (3,664; 55-\$1.50)
—"Manhandled" (Par) plus Janet Blair, Jan Murray, Bobby Sherwood orch, Blackburn Twins, topping stageshow. Open's foday (Wed). Last week, "Streets of Laredo" (Par) with Peter Lorre, Victor Lombardo orch, Pled Pipers heading stage bill (2d wk, slipped to \$55.000 after okay \$63,000 opener.

heading stage bill '2d wk', slipped to \$55.000 after okay \$63,000 opener.

Park Avenue (U) (583; \$1.20Park Avenue (U) (583; \$1.20Park Avenue (U) (583; \$1.20Park Avenue (U) (35th wk', Thirty-fourth week was slightly off again at \$11.500 after \$12,000 for previous week.

Radio City Music Hall (Rockefellers (5.94). "Stratton Story" (M-G) with stageshow (2d wk). Down to neat \$118,000 on initial holdover stanza after good \$126,000 first week, albeit below hopes. Stays a third. "Edward My Son" (M-G) being advertised as next film for Hall.

Rialto (Mage) (594; 44-99)—
"Crash Dive" (20th) and "Show No Mercy" (20th) (reissues). Doing good \$9,500 but won't hold. In ahead, "Amazon Quest" (FC), \$9,000. "C-Men" (FC) set to open Friday (27).

Rivoli (UAT-Par) (2,092; 80-\$1.23)
—"One Woman's Story" (U) (2d wk). First week ended last night (Tues.) was very disappointing \$15,000, and won't hold here long.

profit; second was \$45,000. Stays indef.
Strand (WB) (2,756; 76-\$1.50)—
"Flamingo Road" (WB) with Ted Lewis orch and stage unit (3d-final wk). Down to \$35,000 in final frame after oke \$45,000 for second.
"Younger Bros." (WB) plus Bobby Byrne orch, opens Friday (27).
Sutton (Rugoff & Becker) (561; 70-\$1.20)—"Quarter" (EL) (9th wk). Eighth round ended Monday (23) held up remarkably well at \$12.00 after \$12.400 for seventh week.
Continues on.
Victoria (City Inv.) (1.060; \$5:1.80)—"Ilome of Brave" (UA) (2d wk). Holding up in fine style at big \$23.000 after sock \$30.000 opener. Stays on indef.

'Flamingo' Fine \$15,000, Toronto; 'Laredo' \$9,000

Toronto, May 24.
With plenty of holdover, big shapes spotty this week. Top coin is being snared by newcomer "Flamingo Road." fine, at Imperial. "Streets of Laredo" looks oke at Shea's.

Estimates for This Week

Shea's.

Estimates for This Week

Downtown, Glendale, Scarboro,
State (20th Centr (1,059, 955, 686)...—"Cover Up" (UA) and
"Leather Gloves" (Col). Good
\$10,000. Last week, "Walking
Hills" (Col) and "Blackle's Chinese
Adventure" (Col). ditto.
Imperial (FP) (3,373; 40-70)...
"Flanningo, Road" (WB). Fine
\$15,000. Last week, "El Paso"
(Par). \$9,000.
International (Taylor) (605;
48-66)... "Quartet" (EL) (8th wk).
Still big \$3,500 after last week's \$3,800.
Loew's (Loew) (2,096; 40-70)...
"Portrait of Jennie" (SRO) (2d wk). Fair \$7,500 after last week's satisfactory \$9,500.

Odeon (Rank) (2,390; 35-\$1,20)...
"Blue Lagoon" (EL) (2d wk). Okay
\$11,000 after last week's \$14,000.
Shea's (FP) (2,386; 40-70)...
"Streets of Laredo" (Par). Satisfactory \$9,900. Last week. "Undercover Man" (Col). \$7,000.
University (FP) (1,556; 40-70)...
"Belvedere To College" (20th) (3d wk). Fine \$6,000 after last week's \$8,000.
University (FP) (1,536; 40-70)...
"Streets of College" (20th) (3d wk). Fine \$6,000 after last week's \$8,000.
"Tytown (2,743; 40-70)...
"Ma. Pa Kettle" (U) (3d wk). Okay

Uptown (Loew) (2,743; 40-70)— "Ma. Pa Kettle" (U) (3d wk). Okay \$5,000 after last week's nice \$6,500.

Rain Blamed for Slow Biz in Cleve.: Monroe Lifts 'French' Tall \$36,000

Cleveland, May 24.

Two heavy rainstorms nicked Vaughn Monroe band's appearance augmented by "Slightly French." but the combo ls hitting a strong total at Pálace. Elsewhere trade is mostly light. "El Paso" only satisfactory at Loew's State. Hipp's holdover of "Flamingo Road" took

Estimates for This Week

Ohio (Loew's) (1,200; 55-70)— "Big Jack" (M-G). Okay \$5,500 for 6 days. Last week, "Passionelle" (Indie) and "Torment" (Indie), \$6,-

000.

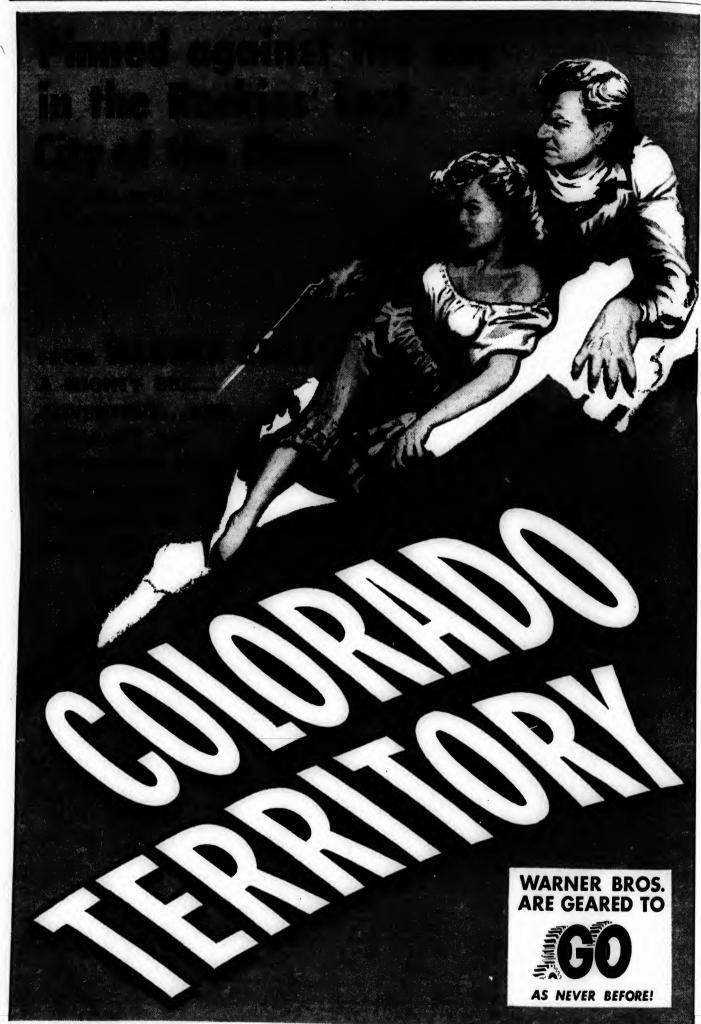
Palace (RKO) (3,300; 60-90)—
"Slightly French" (Col) plus Vaughn Monroe orch onstage. Strong \$36,000, although about \$5,000 under Vaughn's biz here on last visit. Last week. "Window" (RKO). \$12,000.

State (Loew's) (3,450; 55-70)—
"El Paso" (Par) Nice \$14,000 in 5 days. Last week. "City Across River" (U, \$12,500.

Stillman (Loew's) (2,700; 55-70).

Estimates for This Week
Allen (Warners) (3,000: 55-70)—
"Night Unto Night" (WB). Rather
light \$9,000. Last week. "Outpost
in Morocco" (UA). brisk \$12,500.

Hipp (Warners) (3,700: 55-70)—
"Flamingo Road" (WB) (2d wk).
Ordinary \$14,000 following stout
\$22,000 last week. "Stratton Story"
(M-G). Last week. "Stratton Story"
(M-G, 4th wk), excellent \$8,000.







'Champion' Sockeroo \$25,000 in Hub. 3 Spots; 'Flamingo' Torrid 24G, 2d

"Flamingo Road" at the Met sparking the way this stanza with boff total reported. "Champion" at three houses also appears in great shape. "Other newcomers. "Big Jack" at Boston, "Judes Steps Out" at Memorial and "Force of Evil" at Orpheum are only average.

Steps Out at Orpheum are only average.

Estimates for This Week
Astor (Jaycox) (1,200; 40-85)—
"Secret Garden" (M-G) (3d wk.)
Down to \$4,500. Last week, \$5,000.
Boston (RKO) (3,200; 40-85)—
"Big Jack" (M-G) and "Search for Danger" (FC). Fair \$16,000. Last week.
"Casablanca" (WB) and "G-Man" (WB) (reissues), not up to hopes after strong start, \$19,500.
Esquire (ATC) (1,000; 40-85)—
"Champlon" (UA). Okay \$6,000.
Last week, subsequent-run.
Fenway (NET) (1,373; 40-85)—
"Manhandled" (Par) and "Temptation Harbor" (Mono) average \$7,000. Last week, "Inpact" (UA) and "Sky Dragon" (Mono), about same.

same. Mayflower (ATC) (700: 40-85:—

Mayflower (ATC) (700: 40-85:—
"Champion" (UA) Knockout
\$6,500. Last week, "Outpost In
Morocco" (UA) and "Big Sombrero"
(Cal) '2d wkl, \$1,700 in 5 days.
Memorial (RKO) 3,500: 40-85:—
"Judge Steps Out" (RKO) and
"Incident" (Mono). Okay \$21 000.
Last week, "The Window" (RKO) and "Tucson" (20th \$\nu\$ > \$20,000 in 8 days.

and "Tucson" (20th) \$20,000 in 8 days.

Metropolitan (NET) (4.376;
40-85)—"Flamingo Road" (WB.
Out in front at \$24,000 after boff
\$28,000 for 5 days of first week.
Orpheum (Loew) (3,000; 40-85)—
"Force of Evil" (M-G) and
"Caught" (M-G) Modest \$19,000.
Last week, "Undercover Man" (Col) and "Make Believe Ballroom"
(Col). Same.
Paramount (NET) (1,700; 40-85)—
"Manhandled" (Par) and "Temptation Harbor" (Mono). Fair
\$11,000. Last week, "Impact"
(UA) and "Sky Dragon" (Mono).
\$8,500.

\$8.300.

*Pilgrim (ATC) (1.800: 40-85)—

"Champlon" (UA). Sock \$12.500.

Last week. "Outpost in Morocco"

(UA) and "Big Sombrero" (Col)

(2d wk), \$2.800 in 5 days.

State (Loew) (3,500: 40-85)—

"Force of Evil" (M-G) and

"Caught" (M-G). Average \$12.500.

Last week. "Undercover Man"

(Col) and "Make Believe Ballroom"

(Col) and "Make Believe Ballroom"

(Col), \$12.000.

'Laredo' Rugged \$14,000, Denver; 'Flamingo' 24G

Denver, May 24.
"Flamingo Road" is copping top
in here this week, playing at
ur theatres. "Streets of Laredo" raining towards countries of the countri

houses.

Estimates for This Week
Aladdin (Fox) (1.400: 35-74)—
"Belvedere to College" (20th) and
"Strike I Rich" (Mono) (2d wk).
Big \$6.000. Last week, day - date
with Denver, Webber, \$5.000.

Broadway (Woltherg) (1.500: 3574!—"Criss Cross" (U). Good
\$8.000 or near. Last week "Fighting O'Flynn" (U) and "Miranda"
(EL), \$6.500.

Denham (Cockrill) (1.750: \$5-74)

"Streets of Laredo" (Par) strong
\$14.000 or close. Last week. "Connecticut Yankee" (Par) (4th wk).

\$9.500 Tallers \$9.500 Tallers \$9.500 Tallers \$9.500 Tallers \$1.500 Tallers \$1.500

Key City Grosses

Estimated Total Gross
This Week . . . \$2,522,000
(Based on 25 cities, 221
theatres, chiefty wast runs, inclu ling N. Y.)
Total Gross Same Week
Last Yam \$2,406,000
(Based on 20 cities 181
theatres)

Window' Trim \$11,000 in St. Loo

St. Louis, May 24.
Trade at mainstem houses conuse sluggish as additional outoor opposition starts making itlf felt. Shuttering of the huge self felt. Shuttering of the huge Fox in midtown area is expected to help boost trade at other houses in that section. "Flamingo Road" looks strongest as newcomers at the Missouri but "The Window" also shapes trim at the St. Louis.

Estimates for This Week

Ambassador (F&M) (3,000; 50-75;

"To Sea in Ships" (20th) and
"City Across River" (U) (m.o.).
Slim \$10,000. Last week. "Connecticut Yankee" (Par) and "Dream
(Continued on page 18)

'Kettle' Boils in Cincy. \$11,000; 'Window' NSG 10G, 'Game' Big 8G, 3d

Middle-of-the-road figures posted at most houses this week add up to a favorite session for season of year. Three new bills are bunched with "Ma and Pa Kettle" standout. "The Window" shapes fairly good. Solid holdovers are "Ball Game" and "Belvedere To College."

Estimates for This Week

Albee (RKO) (3,100; 50-75)—
"The Window" (RKO). Modest \$10,000. Last week, "Outpost Morocco" (UA), about same.

Capitol (RKO) (2,000; 50-75)— "Ball Game" (M-G) (3d wk). Solid \$8,000 on heels of sturdy \$9,500 second inning.

Grand (RKO) (1,400: 50-75)—
Bad Boy" (Mono) Oke \$7,000 or rear. Last week, "Red Canyon"
U, \$7,500.

(U), \$7.500.

Guild (Indie) (278: 75-\$1.25)—
Guild (Indie) (278: 75-\$1.25)—
Guartet' (EL) (2d wk). Building
slowly to \$2.200, via good notices
and press puffs after \$2.000 preem.
Sagged in last half when weather
affected this location.

Keith's (City Inv.) (1.542.50-75)—
Ma. Pa Kettle" (U). Strong \$11.
000 to top town. Last week, "Enchantment" (RKO), moderate \$7.
000.

000.

Palace (BKO) (2,600; 50-75)—

Palace (BKO) (2,600; 50-75)—

Bride of Vengeance" (Pan, Fairish \$10,000, Last week, "Belvedere To College" (20th, hotsy \$17,500, Shubert (RKO) (2,100; 50-75)—

"Belevedere College" (20th (m.o.), Sock \$8,500, Last week, "Flamingo Road" (WB) (m.o.), \$5,000.

HEAT SOCKS SEATTLE; 'BARKLEYS' BIG \$14,000

Seattle, May 24.

Heat wave here is crippling biz all around with some of new product no help. Plethora of holdovers also is hurting. Only newcomer to measure up to hopes is "Barkleys of Broadway." doing great at Liberty despite weather.

Estimates for This Week

Estimates for This Week

St. Week, "Red Shoes" (EL), big stry despite weather. Adventure in Baltimore" (RKO) and "Clay Pigeon" (RKO). Mild \$11,000 or less. Last week, "Ball Game" (V-G) and "Behind Locked Doors" (EL) (2d wk), oke \$11,000. Paramount (Fox (2,200, 35-74)—"Dark Past" (Co) and "Jungle Jim" (Col). Dim \$7,500. Last week, "Kiss in Dark" (WB) and "Trouble Makers" (Mono), \$7,000. Rialto (Fox) (878, 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Esquire, Webber, Thin \$2,500. Last week, subsequent-run. Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Fair \$2,500. Last week, "Belvedere to College" (M-G) and "Streets of San Francisco" (Rep) fell fat. Webber (Fox) also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Webber (Fox) (750; 35-74)—"Flamingo Road" (WB) and "State Department" (FC), also Denver, Righto, Esquire, Red (Red (Fox)) (Red (Fox

'Ball Game' Wallops Wow \$26,000 in Mont'l

Wow \$26,000 in Mont'l

Montreal, May 24.

Biggest item currently is "Ball
Game," smash at Loew's, "Countess of Monte Cristo" shapes terrific at Imperial. Victoria Day
holiday (24) also is helping the
boxoffice.

Estimates for This Week
Loew's (C.T.) (2,855; 44-65)—
"Ball Game" (M-G). Smash \$26,000. Last week, "Don Juan" (WB)
(2d wk), \$13,500.

Capitol (C.T.) (2,412; 34-60)—
"Sun Comes Up" (M-G). Just
okay \$13,000. Last week, "Fighter
Squadron" (WB), \$15,500.

Palace (C.T.) (2,625; 34-60)—
"Mother Is Freshman" (20th) (2d
wk). Fine \$10,000 following sock
first session of \$17,000.

Princess (C.T.) (2,131; 34-60)—
"Set-Up" (RKO) (2d wk). Still big
at \$9,000 after sock \$14,000 for
first.

Imperial (C.T.) (1,839; 26-45)—

irst. Imperial (C.T.) (1,839; 26-45)—
"Countess Monte Cristo" (U) and
"Cheated Law" (20th). Smash
\$10,000. Last week, "Man From
Colorado" (Col) and "Manhattan
Angel" (Col), \$10,500.
Orpheum (C.T.) (1,040; 34-60)—
"Jigsaw" (UA) and "Lucky Stift"
(UA). Torrid \$7,000. Last week,
"Cover Up" (UA) and "Just William's Luck" (UA), \$5,000.

L'ville Lags But 'Flamingo' \$10,000

Louisville, May 24.

Dull week' at wicket currently, only big noise being at Mary, Anderson, where "Flamingo Road" is doing best week since the house had facelift. Other lively spot is National, where "Mom and Dad" is showing a spurt of wicket activity. "El Paso" at Rialto, and "Ma and Pa Kettle" at State, both are moderate.

Estimates for This Week

Mary Anderson (People's) (1,400; 45-65) — "Flamingo Road" (WB. Sturdy \$10,000, best since house had facelift. Last week, "Dream is Yours" (WB (2d wk), \$6.500.

National (Standard' 12,400; 45-65)—"Mom and Dad" (Indie, Pulling bumper trade with radio plugs and word-of-mouth. Lines for three shows daily, two for femmes and 9 o'clock show for men, solid \$15,000. Last week, "Stagecoach" (Continued on page 18)

New Pix Fail to Hypo Philly; 'Strangers' Top Newcomer, Good \$27,000

Newcomer, Good \$27,000

Philadelphia, May 24.

Failure of new pies to hypo the boxoffice is resulting in firstruns marking time this week. "We Were Strangers." at the Mastbaum, is getting most of the attention among newcomers. "Night Unto Night" is disappointing at the Boyd. "Barkleys of Broadway" in second stanza at Goldman, and "Champion" in third round at Earle, are ace holdovers.

Estimates for This Week
Aldine (WB) (1,303; 50-99-"Night Unto Night" (WB). Usaspointing St4,000. Last week, "Bride of Vengeance" (Par) (2d wk), mild \$3,500.

Boyd (WB) (2,360; 50-99-"Night Unto Night" (WB). Disappointing \$14,000. Last week, "Portrait of Jennie" (SRO) (5th wk-4 days), fine \$10,000.

Earle (WB) (2,700; 50-99)

Earle (WB: (2,700; 50-99)— "Champion" (UA) (3d wk). Classy \$15,000, after sock \$20,000 last

S15,000, after sock \$20,000 last round.

Fox (WB) (2,250; 50-99)—
"Mother Is Freshman" (20th) (2d wk). Yanked after 5 days at mildish \$11,000. Last week, \$18,000.

Goldman (Goldman (1,200; 50-99)—"Barkleys of Broadway" (M-6) (2d wk). Strong \$20,000. Last week, sock \$26,000.

Karlton (Goldman) (1,000; 50-99)—"Ma. Pa Kettle" (U). Fair \$6,500. Last week. "Little Women" (M-G) (7th wk). \$5,000.

Keith's (Goldman) (1,700; 50-99)—"Connecticut Yankee" (Par) (5th

-"Connecticut Yankee" (Par) (5th

500. Mastbaum (WB) (4,360; 50-99)-Mastbaum (WB) (4.360; 50-99)—
"We Were Strangers" (Col). Good
\$27,000. Last week "Flamingo
Road" (WB) (3d wk) okay \$14,500.
Stanley (WB) (2,950; 50-99)—
"Tulsa" (EL) (2d wk). Down to
\$15,000. Last week, oke \$19,000.
Stanton (WB) (1,475; 50-99)—
"Crooked Way" (UA). Neat \$9,500.
Last week "Impact" (UA). \$8,000.
Studio (Goldberg) (490; 50-99)—
"Quariet" (EL) (3d wk). Fine \$7,
000. Last week \$7,500.
Trans-Lux (T-L) (500; \$2.40.
Still in profit at \$7,000. Last week.
\$51,120---Red Shoes" (EL) (22d wk).
Still in profit at \$7,000. Last week.

Warm Weather Wilts L. A.; 'Laredo' \$36,000, 'Window' Okay at \$32,000, 'Lady' NSG 30G, 'Champion' 22G, 4th

Broadway Grosses

Estimated Total Gross
This Week \$502,000
(Based on 18 theatres)
Last Year 585,000
(Based on 16 theatres)

'Window' Shiny \$15,000 in Prov.

Providence, May 24.
Fairly neat trade here this week with rainy weekend helping all around. On the strong side are RKO Albee's "The Window" and Strand's "We Were Strangers."
Majestic is nifty with holdover of "Belvedere Goes to College."

Estimates for This Week
Albee (RKO) (2,200), 44-65)—
"The Window" (RKO) and "Woman's Secret" (RKO). Solid \$15,000.
Last week, "Pride of Yankees" (RKO) reissue) and "Tall In Saddle" (RKO), nice \$14,000.
Fay's (Fay) (1,400), 44-65)—"This Time Keeps" (M-G) and Benny Desmond heading stageshow. This one closes out yaude for summer

one closes out vaude for summer (Continued on page 18)

Barkleys' Brisk \$25,000, Frisco; 'Flamingo' Fast 23G, 'Night' Drab at 9G

San Francisco, May 24'
Weekend heat is clipping biz generally here this season. Despite the weather, "Barkleys of Broadway" is heading for great week at Paramount. "Family Honeymoon is only passable at Orpheum where staying nine days. "Flamingo Road" looks nice at the big Fox but "Night Unto Night" is getting only will need to be seen to be closed on the close of the control of

Warfield (FWC) (2.656; 60-85)-Warfield (FWC) (2.656; 60-85)—
'Night Unto Night" (WB) and
'Louistana Story" (Indie), Thin
\$9,300 or over, Last week, "Big
Jack" (M-G, and "Duke of Chicago" (Rep), \$13,000.

Paramount (Par) (2,646; 60-85)—
Barkleys of Broadway" (M-C) and
'Little Orphan" (M-G), Great \$25,000. Last week, "Dream Is Yours"
(WB) and "Arson" (SG) (2d wk),
\$12,500.

St. Francis (Par) (1,400; 60-85)—

2,500. St. Francis (Par) (1,400; 60-85) Poids of Vengeance' (Par) ("Bride of Vengeance" (Par) (2d wk). Fair \$8,000. Last week, hefty

\$16,000.

Orpheum (No. Coast) (2,448; 55-85)—"Family Honeymoon" (U) and "State Department—File 649" (FC).
Pas-sable \$13,000 in 9 days. Last week. "We Were Strangers" (Col) (2d wk). \$11,500.

United Artists (No. Coast) (1,207; 55-85)—"Champion" (UA) (2d wk). Held to \$7,500. Last week, sock \$12,000.

\$12,000. Last week, sock \$12,000. Staredoor (Ackerman) (370; \$1.20-\$2.40) — "Hamlet" (U) (23th; final wk). About \$4.000. Last week, nice \$4.500. Esquire (No Coast) (955; 55-85) — "Champion" (UA) (2d wk). Fine \$5.000. Last week, \$8,200. Clay (Roesner) (400; 65-85) — "Mons. Vincent" (Indie) (6th wk). Off to \$2.500. Last week, trim \$3,400.

Utah as Film Center

Hollywood, May 24
Mid-Continent Pictures a Salt
Lake City indie unit, slgned
Michael O'Shea to star in a series
of eight pictures tagged "The
American Patrol Service," based
on the protection of national
forests.

forests.

Series will be made at the company's new studio in Midway.

Utah, at the rate of four per year, each with a budget of \$400.000.

Outfit was recently organized by Thomas C. Atkins.

Los Angeles, May 24
Four new bills and a reiss
combo are being launched t
week but favorable outde

combo are being launched this week but favorable outdoor weather is keeping biz on medium side. However, "Streets of Laredo" shapes very sturdy at downtown Paramount while moderate at the Hollywood total, with good \$36,000 for two theatres.

"The Window" and "Woman's Scoret" shapes okay \$33,000 in two houses. "Lady Gambles" is expecting medium \$30,000 in five situations. "Casablanca" "G.-Men," reissues, are heading for pleasing \$30,000 in three Warner houses. Holdovers are slipping with second frame of "Ball Game" down to \$23,000 in three spots while third week of "Belvedere to College" looks near okay \$32,000 in four sites. Fourth week of "Champion" still is nice \$22,000 in four sites. Fourth week of "Champion" still is nice \$22,000 in four small-seaters.

Estimates for This Week

Beverly Hills, Downtown, Hawaik Hollywood Music Halls (Prin-Cor) (834: 992: 1,106; 512; 55-\$1)— "Champion" (UA) (4th wk). Nice \$22,000. Last week, \$29,000.

\$22,000. Last week. \$29,000. Chinese, Loew's State, Loyola, Uptown (FWC) (2,048; 2,404; 1,248; 1,719; 60-\$1)—Belvedere to Colege" (20th) and "Arctic Pury" (U) (3d wk). About \$32,000. Last week, smart \$45,100. Downtown, Bollywood, Wiltern (WB) (1,757; 2,756; 2,344; 60-\$1)—"Casablanca" (WB) and "G-Men" (WB) (relssues). Pleasing \$30,000. Last week, "Flamingo Road" (WB) (3d wk), \$29,800.

(WB) (relssues). Pleasing \$30,000, Last week. "Planningo Road" (WB) (3d wk), \$29,800. Egyptian, Los Angeles, Wilshire (FWC) (1,538; 2,097; 2,296; 60-81)—"Ball Game" (M-G) (2d wk), Down to \$23,000 or near. Last week, nice \$47,000 but below hopes.

hopes.
Orpheum (D'town) (2,210; 60-51) Orpheum (1920): 60-81)

"Fan" (20th) and "Flighting Fools" (Mono). Slow \$3.500 here. with \$18.500 in 5 day-daters. Last week. "Outpost Morocco" (UA) 3 days). \$6,100, with \$11.000 in 4 stee.

sites.

Pantages, Hillstreet (Pan-RKO)
12.812; 2.890; 50-\$1)—"The Window" (RKO) and "Woman's Secret"
(RKO). Okay \$33,000 or near. Last week, "We Were Strangers" (Col) and "Lost Tribe" (Col) (2d wk), \$91,200

and "Lost Tribe" (Col) (2d wk), \$21,390.

Les Angeles, Hollywood Paramounts (F&M) (3,398; 1,451; 60-81) — "Streets Laredo" (Par) and "Streets San Francisco" (Rep) (L.A. Par only), Good \$36,000. Last week, "Bride Vengeance" (Par) and "Susanna Pass" (Rep) (L.A. Par only), scant \$19,700.

United Artists, Riby (UA-FWC) (2,100; ~ 1,370; ~ 60-81) — "Lady Gambles" (U) and "Enchanted Valley" (EL), Medium \$17,500, with \$30,000 in 5 day-daters. Last week, "City Across River" (U) and "Daughter West" (FC) (2d wk-6 days), \$11,200, with \$21,600 in 6 spots.

days., \$11,200. with \$21,600 in 6 spots.
Esquire (Rosener) (685; 85-\$1.20)

"Marriage in Shadows" (Indie), Okay \$2,500 or over. Last week, Danmed" (Indie) (2d wk), \$1,900.

Fine Arts (FWC) (679; \$1,20-2.40)

"Red Shoes" (EL) (21st wk), Nice \$5,500. Last week, \$5,800.

Four Star (UA-WC) (900; 60-\$1)

"Pygmalion" (Indie) (reissue) (2d wk). Below \$3,000. Last week, medium \$4,400.

Laurel (Rosener) (890; \$1,20-\$Mons, Vincent" (Indie) (6th wk), Oke \$2,500. Last week, \$2,900.

H.O.'s, New Weakies Bop D.C.; 'Strangers' \$18,000

Washington, May 24
With holdovers predominant on
main stem, and newcomers showing little draw, a dim week looms.
"We Were Strangers" at the Warner, looks tons but not standout
Holdovers slipped badly after
show of strength on opening
rounds.

Estimates for This Week
Capitol (Loew's (2,434: 44-85—
"Barkleys of Broadway" (M-G) (2d
wk) plus vaude. Nosedived to soso \$15,000 after hot \$30,000
opener.

so \$15,000 atter not Southoopener.
Keith's (RKO: (1,939: 44-80)—
"Judge Steps Out" (RKO: Slim
\$7,000. Last week, "Window"
(RKO:, okay \$11,000 and a bit over

Metropolitan (WB) (1,163; 44-74)
—"Since You Went Away" (RKO)
(reissue). Okay \$6,000. Last week,
"Bad Boy" (Mono), \$4,500 and
yanked after 5 days.

Palace (Loew's) (2,370; 44-74)
— (Continued on page 18)

Denham, Pinewood Lopoffs Darken **British Film Production Outlook**

London, May 24.

Previous hopes that British production would effect a sharp rise in 1950 were dampened last week with reports that activity at J. Arthur Rank's Denham and Pinewood Studios will be considerably curtailed. With limited capital available for financing new films at present, it's understood that units affiliated with the J. Arthur Rank Production Co. will be restricted to a maximum of 20 pictures.

Total, however, fails to take into account the planned program of Aquila Films, the Independent Frame outfit, which will turn out at least eight subjects in the calendar year. First hint of the production cut, given some months ago by Sydney Box in conjunction with the Gainsborough Studio close-down, was confirmed recently by Rank topper George Archibald in a confidential review of the situation to the Joint Works Committee of Denham-Pinewood.

Archibald intimated, however, of Denham-Pinewood.

Archibald intimated, however Archibald intimated, nowever, that it was hoped to provide full employment for those engaged at both studios, but the time night come when highly paid technicians would have to be employed on a would have to be employed on a picture to picture basis. In re-gard to this year's production, he predicted that some five films nay be started at the two plants be-tween next August and the first of

Two Italo Pix Topping U.S. Imports at Home B.O. For 1st Time in Months

For 1st 1ime in Months
Genoa, May 17.
For the first time in many
months, two Italian pictures have
topped home boxoffices. Films
are "Fabiola," produced by Universalia for Warners distrib, and
"In Nome Della Legge" ("In the
Name of the Law") a Lux production and release.
On the basis of firstrun figures.
"Fabiola" has consistently grabbed
big coin usually reserved for top
bo. U. S. films. In Genoa alone,
it grossed almost twice as much
as its nearest competitor, "Anchors
Away" (M-G), "Legge," in its
two-week Genoa run, made close to
5.000.000 lire for a daily take of
approximately 350.000 lire (\$600),
while the average daily earnings of

approximately 350,000 lire (\$600), while the average daily earnings of a dozen U. S. pix playing Genoa at the same time were about 220,000 lire (\$370). Figures for other cities are proportionately similar. Spectacular angle and large name cast had much to do with success of 'Fabiola,' while 'Legge' received rave press notices, plus plenty of free publicity. Film is about Sicilian bandits, the news and exploits of which fill the papers here daily.

'STREETCAR' PENDING FOR AUSTRALIAN RUN

Indications are that the Broadway hit, "Streetear Named Desire," will be seen in Aussie at the King's, Welbourne, in August, on a deal pending between the Fuller-Carroll combo and Alfred Fischer in N. Y. Understood that a U.S. cast will be imported. The Sydney run would follow at the Palace. 872-seater recently acquired by F-C fron Grosvenor Theatres.

F-C currently has Peter Gray in "Present Laughter"; the Sumner Locke-Elliott dra ma, "Rusty Bugles," and the National Grand Opera Co.

No Reels for Eire Yet

Dublin, May 24. Although Finance Minister Pat-Attough Finance Minister Patrick McGilligan gave the green-light for the importation, free of fax, of newsreels three weeks ago, no reels have yet been screened here. Holdup is due to lack of agreement between distrib and ex-hib associations on trading terms.

and until they get together exhibs are holding off.

Row goes back four years, but prospects for an early settlement are regarded as good. A meeting between officials of the two bodies between officials of the two bodies is being set for an early date, but the Theatre and Cinema Assn. has warned its members to hold to the ban on newsreel showings until after the talks.

Sid Field's stoogel, opens at Birmingham, June 6, and comes to the West End, probably at the Saville that the talks.

Britain Okays U.S. Cast For 'Ice Cycles of 1949'

With the Ministry of Labor having okayed the permits for the all-American cast which is to be featured in "Ice Cycles of 1949," everything is now set for the opening of this show at the 8,000-seater Empress Hall in Earls Court June 22.

22.

The ice show, which is making its European debut, has been booked for a limited season and admission charges, which range from \$3 down to 70c., include after-

Italy, Arg. In

Genoa, May 17. Representatives of the Italian and Argentine film industries have and Årgentine film industries have reached on agreement an cooperation in production and distribution. Text, as drawn up for final approval, calls for easing of the backlog of Italian films awaiting release in Argentina; stimulation via a cooperative releasing organization; of distribution of Argentine films in Italy; co-production of films to be agreed on, and film rawstock to be supplied by Italy to the Argentine industry.

Italian films ready for release in Argentina have long been denied

Argentina have long been denied permits by Argentine authorities on grounds that Argentine films were denied falr amount of playing were denied fair amount of playing time in Italy), and Italian industry negotiators were willing to compromise to achieve release of their films for the lucrative South American market, which is one of Italy's best selling areas.

GEORGE SANDERS INKED FOR ARG. SOCCER PIC

Buenos Aires, May 17.

AAA (Artistas Argentinos Asociados) just announced signing George Sanders to make a picture in Argentina, which is to have the development of football (soccer) in the country as its theme. Sanders once lived in Argentina for about

in Argentina, which is to have the development of football (soccer) in the country as its theme. Sanders once lived in Argentina for about five years, as an employee of the British & American Tobacco Co., and his knowledge of Spanish is fair, an important advantage, as the picture is to be made in both English and Spanish versions. Football is the most popular sport in Argentina, except perhaps horseracing, and Sanders will play the role of Andrew Watson Hutton, head of a British school in Argentina, at which the game was first played about the middle of the nineteenth century. AAA's script, authored by Homero Manzi and R. Orlando, is to be called "School for Champions" ("Escuela de Campeones") and will be directed by Raiph Pappier. Mona Maris, who is also bi-lingual, will have the femme lead.

'Bride' Closes After 866 Run; to Tour England

London, May 24.

New Charles Cochran musical.

"Tough at the Top," will succeed his longest-running production.

"Bless the Bride," which folds June 11 after 866 performances at the Adalphi Touring visits to the Adelphi. Touring rights to "Bride" have been acquired by Bernard Delfont, who already has the show booked for an entire year. A two-weck stand-at the Davis the atre, Croydon, July 11 inaugurates the details of the state of

the tour, which will include key cities throughout the country.

Lisabeth Webb, who starred in the play leaves for a month's U. S. vacation at the close of the play's West End run.

West End run.

Delfont's new musical "Hat in the Air," starring Bobby Howes.
Pat Kirkwood, Gabriel Brune, Marilyn Hightowers (American act), and Jerry Desmonde (former Sid Field's stooge), opens at Birmingham lung (former context).

VARIETY 'Okla' on English Air

London, May 24.
Embargo by the Theatre Guild of N. Y. has been lifted for the first time to enable "Oklahomai" to be broadcast next Saturday (28). Only one song has had to be cut to fit the show in its airing time, and the entire Drury Lane company is taking part.

the entire Drifty Lane company is taking part.

Another important broadcast was the airing of the first European concert of the Philadelphia Orches tra from Birmingham Sunday (22)

20th in Deal For N. Z. Control

y, Arg. In

Pix Agreement

Genoa, May 17.

Genoa, May 17.

Genoa im industries have ed on agreement an cooperan production and distribution. as drawn up for final appl., calls for easing of the latalian as drawn up for final appl., calls for easing of the latalian to calls the latalian to call the latalian t

was frowned on by many N. Z. politicians because of the influx of U. S. coin into a local setup. Presumption is that politicians won't approve the new reported deal especially from that 75% control angle.
Mike Moodabe, here on a visit,

Mike Moodabe, here on a visit, refused to make any comment on his brother Joe's alleged stock deal with 20th, stating that he would talk about things in about two weeks before going home.

London Pressuring To Yank 'Harvey' Legiter In Film Quota Quirk

London, May 17.

London, May 17.

What is described as "strongest possible pressure" is being imposed on the Prince of Wales theatre to vank the successful legit presentation of "Harvey," and put on a British picture to comply with quota regulations. Theatre became liable for quota compliance after it presented the Danny Kaye pic, "The Secret Life of Walter Mitty," for nearly three months to fill the gap between the end of "Caribbean Rhapsody" and the opening of "Harvey."

In order to meet its quota liability the theatre would be obliged to show a British picture for nine or ten weeks and this could only be done if the run of "Harvey" were abruptly terminated.

abruptly terminated.

Strict compliance with the conditions of the 1948 Quota Act would have demanded the satisfaction of the 45% quota in the first six months of the Act by March 31, and although the Board of Trade relaxed this condition, it is seriously concerned at suggestions that the quota may be flouted and that the theatre would sooner pay the maximum fine of \$400 rather than include a British quota picture on its program. ture on its program,

lssue was raised at the last meeting of the Cinematograph Films Council and questions were asked in regard to the legality of cancelling the theatre's license. But the provisions of the Act preclude this for a first offense and three quota breaches are necessary before such drastic action can be contemplated. fore such dr contemplated.

Locarno Pix Festival To Get Official Awards

Zurich, May 17

Official awards for the best full-Official awards for the best full-length features shown will be given at the fourth Locarno Film Festival, to be held July 8-17. Heretofore, awards had only been given by a group of independent critics. (Last year's went to 20th's "Miracle on 34th Street"). This year's festival will include 10 open air screenings, 10 mat-inces in the town's picture-houses, as well as several showings of new documentaries.

Other Foreign News On Page 16

New Dutch Platter Plant Bucks Decca Monopoly; U.S., Brit. Disks Sell Best

Korda, Cifesa in Spanish, Brit. Pix Exchange Deal

Sir Alexander Korda's London Films and Cifesa Productions, largest film outfit in Spain, have closed a deal for reciprocal diribution of the two firms' product in their respective countries. Deal was disclosed this week by Antonio Mendez, Cifesa's New York rep.

Distrib pact marks the first time that Spanish films will be given wide release in England. To date, main playing time has been confined to Mexico, South America and a few Spanish-speaking sectors in the U. S.

Mono, Assoc. Brit. Set Pix Sked

With the Monogram-Associated British longterm production agree-ment scheduled to start at the lat-ter's Elstree studios by Sept. 30, ter's Elstree studios by Sept. 30.
the companies have mutually
agreed upon three scripts to launch
their joint filmmaking program. A
total of four pictures are to be
turned out over a two-year period. with at least one American scheduled to appear in each film.

"Red Wagon," originally done as a Charles Bickford starrer some 14 years ago. Other properties decided upon, according to Associated British-Pathe managing director William Moffat, are "The Bishop's Mantle," a novel by Agnes Sligh Turnbull, and "The Highwayman," a narrative poem by Alfred Noyes.

While in the U. Topping the slate is a remake of Red Wagon," originally done as

While in the U. S. recently, Mof-fat closed a distributional deal with Monogram whereby the latter com-pany will release the entire out-put of Associated British with the put of Associated British with the exception of certain pictures committed to Warners. This product will be in addition to the films to be made under the joint production program which Monogram obviously will handle in the west-

U.S. FILMS OK, EUROPE'S IN DUMPS, IN MEX SLUMP

Mexico City, May 24.

Economic depression here, which makes customers harder to sell because of progressively less coin circulating, has made U. S. film circulating, has made U. S. film fare more of a favorite and pointed up Mexican pix as about its only competitor.

Argentinian and British films Argentinian and British films have done badly, and French and Italian pix are poor draws. Sole shining exception to apathy towards European pix is the Spanish film. "Locura de Amor" "Love Madness") (Cifesa), now in its 12th consecutive week at one stand, the Cine Arcadla, a new local firstrun house. Record is a new high here:

Vienna Sets Festival For Its Strausses

Vienna, May 17.

Vienna, May 17.

Festival in honor of the Johann Strausses, father and son, will be held here June 2-8 by the Johann Strauss Society, with the official support of the city of Vienna and the Austrian government. It will mark the centenary of the death of Johann Strauss, Sr., 50th anniversary of his son's death and 75th anniversary of the premiere of the latter's "Die Fledermaus."

mark the centenary of the death of Johann Strauss, Sr., 50th anniversary of his son's death and 75th anniversary of his permiere of the latter's "Die Fledermaus."

Climax of the celebration will be an openair performance at the Rathausplatz, with the Vienna Philharmonic, ballet of the State Opera and Male Choral Society of Vienna participating. There will also be a grand ball in the Town Hall, reviving a tradition of the City of Vienna Other events will liculde Vienna State Opera performances of "Gypsy Baron." "A Night in Venice" and "Fledermaus" and special concerts by the Vienna Symphony and Vienna Philharmonic.

Helsinki, May 17.

Film biz has slumped badly in Finland, and from 20 to 30 theatres Boxoffice drop in the past year is Sourcitive drop in the past year is Sourcitive drop in the past year is Assn. of Motion Picture Producers is planning to urge aboltshing the domestic motion pictures. During the first quarter of this year, the Finns produced three features and about 80 shorts. However, the industry is choked by a great shortage of raw stock. The British have virtually cut off supplies during negotiations on a new trade agreement and the Finns from the past year is planning to urge aboltshing the same that year is planning to urge aboltshing the surface are and shout 80 shorts. However, the industry is choked by a great shortage of raw stock. The British have virtually cut off supplies during negotiations on a new trade agreement and the Finns from the provided the

Amsterdam, May 17.
Platter biz in Holland has had a shot in the arm following the opening of a new pressing plant at Heemstede, 20 miles from here, which is turning out disks by Harry James, George Melachrino, Victor Silvester, etc., and finding a ready sale for them. Most of these artists had been unobtainable here for years in spite of the fact that they were wellknown via film and radio.

The new plant which

The new plant, which is owned The new plant, which is owned by a concern named Bovema, imports masters from England and presses on the same English labels, i.e., Parlophone, HMV, Columbia, etc. It also has tieups with French and Swiss concerns, but there is no doubt that the main biz is being done with the British and American waxings. Up till now there has been no indication that Bovema will be recording any Dutch artists.

Before the opening of the Heem-

Bovema will be recording any Dutch artists.

Before the opening of the Heemstede works, the Dutch Decca Co. had the field all to itself, and its first slapback at the newcomers has been the closing down of its 15-year-old pressing plant in Amsterdam in favor of a new outfit at Doetinchem (South Holland). The new factory has more than double the output capacity of the old one, having 16 presses in place of six. Seeing that the old plant turned out something like 100,000 platters per month, an output of 250,000 is expected from the new setup, which should be operating fully next month. Not all these disks are for the home market, a certain for the home market, a certain quota being exported to Beigium, Switzerland, Scandinavia and the Dutch colonies.

Spanish Exhibs Pull Switch; Fete Metro Reps Lushly on Anni

Reps Lushly on Anni

Barcelona, May 17.
Celebrations for Metro's 25th
Anniversary started in Spain May 8,
with free exhibition of pix all
over the country for children in
orphanages and the like. On
May 12 a big dinner party was
tendered by all exhibitors in Spain
to the company's representatives,
presenting on the occasion a siver
plate with diamonds and rubies
inscription as a souvenir.
Gesture is taken to prove that
Spanish exhibitors feel absolute
need of American pictures to keep
their houses running, because, although national product has improved, it wouldn't cover a quarter
of the year. It's the first time that
such an event has taken place in
this country. Up to the present,
distributors used to toast exhibitors, now it's vice versa. Company
responded in the evening with premiere of "Holiday in Mexico," followed by a reception plentifully
supplied with champagne.
Last scene of the silver jubilee,
May 14, was a dinner and dance
for Metro personnel.

'LAMBS' OUGHT TO EAT IN AUSSIE FOR A WHILE

Sydney, May 12. Sydney, May 12.
Noel Langley's comedy. "Little
Lambs Eat Ivy," looks set for good
biz at the Minerva for Whitehall
Productions. Comedy has cast including Guy Doleman, Kathleen
Robinson—one of Whitehall's directors—Gordon Chater, Kevin
O'Donnell, Lynn Murphy and Richard Darry ard Parry.

Production is by Fifi Banyard.

Finn Film Slump

Helsinki, May 17.



YOU CAN ALWAYS DEPEND ON THE COMPANY THAT DELIVERS WHAT IT PROMISES!!!!

SAND · IT HAPPENS EVERY SPRING · THE BEAUTIFUL BLONDE FROM BASHFUL BEND · MR. BELVEDERE GOES TO COLLEGE · THE FORBIDDEN STREET · THE FAN · CANADIAN PACIFIC · MOTHER IS A FRESHMAN A LETTER TO THREE WIVES · DOWN TO THE SEA IN SHIPS · THE SNAKE PIT · YELLOW SKY

There's No Business Like



Business.

Lisbon, May 17.

Film circles in Portugal have been taken aback by the announcement that in the last two months Antonio Redondo, a Spanish tycoon, has virtually taken over the only three Portuguese studios organized, for producing pictures, which means that from now on Portuguese productlon will be dominated and controlled by Spanish capital.

Redondo first acquired half of the shares in the Lisboa Films Co. leaving as its director the Portuguese film producer Francisco Quintela. Then Lisboa bought outright all the shares of the Cinelandia Film Co., which was in a great part owned by an Italian producer. After having taken control of two of Lisbon studios, it was easy for Redondo to convince two of the buggest shareholders of the Tobis Portuguesa Film Co. to sell him their shares in this concern, giving him the control also of this studio.

Consequences of having practi-

this studio.

Consequences of having practically the only three Portuguese studios in working condition controlled by Spanish capital aren't easily predictable. The Clnema Workers Syndicate has asked the Minister for Economy to inquire into the situation. into the situation.

into the situation.

According to the studios, Redondo will use his Spanish organization to sell in Spain and abroad Portuguese pictures produced in the past by these studios. For the immediate future, a more close Spanish technical and artistic collaboration in national produced in the past by the studies of the studie Portugal is envisioned, giving more work here to artists and technicians.

Formby Heading 7-Act Brit. Vaude Tour of Can.; First Such in 20 Years

As first London variety show to make a trans-Canada tour in 20 years, George Formby will head seven acts for a seven-week tour, commencing at His Majesty's, Montreal, week of Sept. 17. Pact was inked by Ernest Rawley, manager of the Royal Alexandra here, and Beryl Ingham (Mrs. Formby), who came over to complete the arrangements after cable contacts

and beryl inglant Mrs. Forling), who came over to complete the arrangements after cable contacts with Rawley, whose brainchild the idea was. Formby's agent, Lew Grade, completed details of the deal before returning to Europe, Pending deal for trans-Canada appearances of Formby was kept under wraps while 15 cities were lined up, with whole tour under Rawley's direction. Cumbrously-tagged "George Formby and His London Music Hall Varieties," the unit will play at a \$3 top. Because of a London commitment to start Xmas pantomime relwarsals in London in early November, Formby will play his 15 cast-west Canadian dates in one westward hop and dates in one westward hop and then fly to London from Vancouwith no return engagements

ver with no return engagements eastward.
Visiting troupe is pencilled in at Montreal. Ottawa, Toronto, Guelph, London, Windsor, Hamilton, Port Arthur, Winnipeg, Regina, Saskatoon. Edmonton, Calgary, Victoria and Vancouver.

5 U.S. Italo Pixers

Genoa, May 17. With the opening of the Mignon In Florence, the number of pix houses in Italy regularly showing original versions of U. S. films has been increased to five. Others are the Angelicum and the Mignon, in Milan; and the Arcobaleno and Outrington, in Property of the Angelicum and the Arcobaleno and Outrington, in Property of the Angelicum Property of the Angelicum and the Arcobaleno and Outrington, Property of the Angelicum and the Arcobaleno and Outrington, Property of the Angelicum and the Arcobaleno and Outrington, Property of the Angelicum and the Arcobaleno and Outrington, Property of the Angelicum and the Arcobaleno and Outrington, Property of the Angelicum and th

Milan; and the Arcobaleno and Quirinetta in Rome. Rivoli, in Rome, currently show-ing "Gone With The Wind," with Italian subtitles, sometimes has English versions of pix, but varies its fare.

Makes Good-Abroad

Makes Good—Abroad
Rome, May 17.

Charlie Beale, singer and pianist graduate of New York's East Side bisfros, has invaded the Italian field via night clubs in Milan and Turin. Toto, famed Italian comedian, hired him for his revue, "Il Bado che ti Mangio," now in its fourth week in Rome. From Rome, the show goes to Naples for four weeks.

Beale is also being sought for picture work in Italy.

The Indian Motion Picture Producers Assu. of Bombay is also taking steps to see closure of theatres is done on an all-India basis. Date of protest is tentatively June 1.

GIANNI & PINOTTO
Rome. May 17.

Abbott and Costello are known in Italy as Granni and Pinotto.

They are playing around the Monan neighborhood houses in "Contro i Gangsters" ("Against the Stangsters"),

Austro, German Pix Snarl

G. W. Pabst resigned today (19) as president of the Austrian Film Producers Assn. J. A. Heubler-Kahla and others renounced their

Kahla and others renounced their membership.

Reason given was recent amendment to the Austro-German exchange agreement. While first Austrian treaty with Bizonia, at Reichenhall in 1947, stipulated that eight Austrian pix should be exchanged against 32 German, amendment lowered Austrian quota to five only. Alfred Ehrlich signed for Austria, U. S. film officer Erich Pommer for Germany. According to Pabst's statement, this means a loss of \$1,000,000 annually.

Producers are now working out plans to set a maximum for pre-

plans to set a maximum for production at 12 films. It is believed that the Council of Ministers will

Arg. May Up Pix Quota

Washington, May 24.
Possibility that the Argentine government will require that domestic films be screened for three weeks out of every five, instead of two out of five as at present, was indicated today in a report by the motion picture-photographer branch of the Department of Commerce. Report said that motion picture trade press in the Argentine has been printing stories to that effect.

Decree has gone into effect in Argentina which requires that exhibitors of domestic and imported pictures notify the Direccion General de Espectaculos Publicos of the name, stars and summary of plot of all domestic pix; and the title, original language, number of copies, stars, number of actors, time length and summary of plot of all imported pictures. Date of release in the home country of an imported picture must be given in a sworn statement. It is believed that the idea is to exclude pictures "which are outdated and of dubious moral Value."

moral value."

New producing and distributing film has been set up in Argentina with a base capital of \$250,000. It is a merger of Cosmos Films and Compania Contratadors Cinematografica. Its 1949 program calls for producing four pictures and these sets and the contraction of the producing four pictures and show ing first grade European films.

Italian-Canadian Music Pic Is Mulled

Toronto. May 24.
Ray Lewis, head of Alliance Films, specializing in foreign film Canadian imports, sailed yesterday (23) for Italy to complete arrangements with Giuseppe Amato, Italian director of "Four Steps in the Clouds," for the filming, partly in Canada and partly in Italy, of a semi-musical, with musical sequences to be made in latter country.

Iry.

In Rome, she will be the house guest of Mr. and Mrs. George Margolin. He's president of Continental Motion Pictures.

India Pixers Protest Tax

India Pixers Protest Tax

Madras, May 17.

Initiative is being taken by
South Indian Film Chamber of
Commerce to close all theatres for
one day in June as protest against
varying exorbitant percentages of
entertainment tax collected in different provinces.

The Indian Motion Picture Producers Assn. of Bombay is also taking steps to see closure of theatres
is done on an all-India basis. Date
of protest is tentatively June 1.

With Metro set this fall to invade Canada's 16m field, Reginald Wilson has been named manager of the New division of Metro-Goldwyn-Mayer of Canada, Ltd. He joined the company in 1936, returning to the payroll after 1941-46 service in the Royal Canadian Air Force.

Wilson will set a special depart-ments for 16m distribution at all M-G exchanges across Canada.

American Newsreel Is Hottest Jap Pix Item; Outdraws Nips, Brit.

Tokyo, May 17, Hottest item in the Japanese film market today is an American newsreel, United News, which has risen steadily in popularity and is now playing in 1,859 of Japan's 2,160 motion picture theatres. Dis-tributed by Central Motion Picture Exchange, local outlet for the Motion Picture Export Assn., United News Is sold at 2½% of the gross and making money at it.

The weekly newsreel competes with three Jap reels and the British World Wide News, but seems to be winning in a walk. In six of Japan's 48 prefectures (states), United News plays in 100% of the

film houses. Weekly release is made up in Tokyo with Japanese sound commentary using footage from all U. S. newsreels. Excerpts from regular Wednesday releases are flown over from New York, arriving in Tokyo the following Monday. Film is edited, dialog written and recorded, and prints made ready for release in Japan eight days later.

TWO HITS, ONE MISS IN LONDON LEGIT

London, May 24.

London, May 24.

Two nits and a miss was the score racked up by three West End openings last week. Wendy Hiller was enthusiastically acclaimed for her portrayal of the title role in "Ann Veronica," which opened at the Piccadilly Friday (20). Ronald Gow's adaptation of the H. G. Wells' novel was given an episodic production, but is splendidly acted, and should tenant the house for a long time. An outstanding perlong time. An outstanding formance is also turned i Cyril Ritchard.

Cyril Ritchard.

A colorfully staged and lavishly mounted revue, "Sauce Tartare," which marks Cecil Landeau's first postwar production, was pul on at the Cambridge Wednesday 118. Show offers scintillating entertainment and looks a hit. Top acting honors go to Renee Houston, who received polished support from a large cast.

Mixed recention was accorded.

Mixed reception was accorded "Man About a Dog." which opened at the Princes Tuesday 171. Starring Griffith Jones, this overwordy, gruesome thriller. patchilly constructed, stands little chance.

"The Bridge," story of the Berlin airlift, is running simultane-ously at 15 theatres in Karlsruhe, Heidelberg and Mannheim.

Current London Shows

London Shows

London, May 24.

(Figure shows weeks of run)
"Adv. Story," James (10).
"Ann Veronica," Piccadilly.
"Annie Get Gun," Col's'm (103)
"Beaux Stratagem," Phoenix (4).
"Bless the Bride," Adelphi (109).
"Brigadoon," Majesty (6).
"Belinda Fair," Savoy (9).
"Bleak Chiffon," West (4).
"Daphine," Wynd (9).

"Black Chiffon," West (4).
"Daphine." Wynd. (9).
"Dark of Moon," Ambassador (6).
"Foolish Gent'w'n," Duch. (13).
"Happlest Days." Apollo (61).
"Harvey." Wales (21).
"Heiress," Haymarket (17).
"High Button Shoes," Hipp. (23).
"Lady's Burning," Globe (3).
"Latin Qt. Revue." Casino (10).
"Lillac Time." Palace (5).
"Man About Dog," Princess (1).
"Oklahoma." Drury Lane (108).
"One Wild Oat," Garrick (25).

"Man About Dog," Princess (1),
"Oklahoma!" Drury, Lane (108),
"One Wild Oat," Garrick (25),
"Queen Came By," York (9),
"Sauce Tartare," Cambridge (1),
"September Tide," Ald. (24),
"Shooting Star," Playhouse (4),
"Summer in Dee,," Comedy (9),
"Together Again," Vic. Pal. (111)
"Turners," Husb.," St. Mart. (4),
"Worm's View," Whitchall (109).

Wilson M-G Can. 16m Mgr. Uruguay Mulling State Film Setup; **Would Lease to Private Companies**

Paris Floored By Roller-Skate Show

Paris, May 24.

"The Skating Vanitles of 1949" roller-skated into town for a twoweek appearance at the Palais de Sports. The "Vanities," brought over by Pierre-Louis Guerin of the

over by Pierre-Louis Guerin of the Lido Club, started off to slow biz, but terrific press blurbs and magazine coverage filled the Palais for the second week.

The French went crazy over the roller show, especially since it was the first of its kind ever to hit Europe. Gloria Nord, the star, made the covers of three French magazines in one week.

The show leaves Paris today (24) for Zurich and then goes over to Wembley Stadlum, London Guerin is trying to talk Harold Steinman into bringing the show back to Paris after the London booking.

TV Looks Due In Mex 'Manana'

Mexico City, May 24.

Looks like video is continuing to be a matter of "manana" ("tomorrow") in Mexico. Ministry of communications and public-works, ruler of radio and kindred affairs here, isn't granting any more television commercial operation franchises until action is taken upon concessions granted some time ago to Emillo Azcarraga and associates, big radio station operators. Azcar-

to Emillo Azcarraga and associates, blg radlo station operators. Azcarraga syndicate is holding off for this and that reason—equipment, depression, awaiting better times. Wearied of waiting for the good jobs they saw in video, the National Television Employees Union, organized Feb. 20, 1947, has formally disbanded and its members have joined the National Actors Union.

'Latin Quarter's' \$33,000 Gross Biggest in Europe

London, May 17.

Emile Littler and Tom Arnold's "Latin Quarter," at the London Casino, is grossing \$33,000 weekly, which is biggest gross of any musical or revue in Europe.

Despite cast changes, b.o. is not affected, with show now assured of a run till Christmas. Further changes in cast comprise Georges Guetary, who is to be replaced by Christlan Celva, another French singer, and Frances Day, with management seeking replacer.

London Film Notes

London Film Notes

London. May 18.

Colin Leslie. chief of Lux Films, is here regarding production of a new film in Italy May 30, with Soldati to direct. Cast will be headed by Margaret Rutherford. Robert Beatty, Jean Kent and Gordon Harker. Understood Renown Films will distribute Margaret Rutherford's next film will be filmination of "The Happiest Days of Your Life," which will be made by Frank Launder and Sidney Gillatt, with shooting to start sometime in August.

Bill Owen to start in film version of "The Girl Who Couldn't Quite," which is to be made by John Argyle Productions, with location shots to be made June 13, continuing at Nettlefold's studio middle July. No femme star yet cast for role, but it's understood likely to be Ann Stephens. Joan Hopkins to Italy for two weeks' vacation after which she is to star in two pictures for Associated British.

Tucker Signs U. S. Acts

London, May 17.
Latest bookings from America by the Charles L. Tucker agency Include Bobby May, Frank Marlowe and Harold Barnes. This trio opens at the London Palladium July 4. Also at the Palladium Aug. 1 are the Three Rudells.

Firm also booked Jean Sook and Ted Roman for the Tow Arpudd Ted Roman for the Tow Arpudd. the Charles L. Tucker agency Include Bobby May, Frank Marlowe and Haröfd Barnes. This trio opens at the London Palladium July 4. Also at the Palladium Aug. 1 are the Three Rudells.

Firm also booked Jean Sook and Ted Roman for the Tom Arnold ice revue, due to open at Stoll's theatre July 11.

Montevideo, May 17.

A bill has been presented to the Uruguayan congress proposing creation of a National Film Institute, which would purchase the necessary equipment to start a national industry in Uruguay, and centralize all pix production in the state. The institute would function as an autonomous body, governed by a five-member board, under Raul Montero Bustamante. According to plan, the institute would have full authority to lease its installations to private companies. These installations would be set up in a film city, and a capital of 3,000,000 gold Uruguayan pesos \$1,500,000 U.S.), would be required, which the Uruguayan state would make up by application of a two centesimo tax on ali film tickets sold in the country, plus a 10% tax on the gross returns of the foreign film companies operating in Uruguay.

Each Uruguayan-made picture would cost around 200,000 pesos, and would be exhibited—obligatorily—in the country's 183 film theatres, apart from any foreign exploitation which could be worked out. Bill is expected to win the approval of congress.

The two major distributing companies in Uruguay, Glicksmann and Cinesa, have agreed to join forces after protracted negotiations, and Cinesa, alouding the Alhambra, on the important 18 de Julio thoroughfare in Montevideo, which will coat over 1 100 coat.

Alhambra, on the important 18 de Julio thoroughfare in Montevideo, which will cost over 1,000,000

Tit-Cog' Sets Record For Canadian Legit Run With 200 Performances

With 200 Performances

Montreal, May 24.

With the closing Saturday night
(22) of Gratien (Fridolin) Gelinas'
first play, "Tit - Coq" ("Little
Rooster"), a new Canadian theatrical record was established after
an even 200 performances. Written,
directed and produced by Gelinas,
who also played the leading role.
this French-language play opened
May 22, 1948, at the Monument National in Montreal, played II performances to 15,400 persons, then
moved to Quebec, playing to another 15,000 before closing for the
summer.

Opening last September at the
923-scat Gesu theatre in Montreal,
'Tit-Coq" played to 191,000 people,
for a gross of approximately \$400000 with a \$2,60 top, an additional
hitch in Quebeck brings the total
up to 214 performances before
210,600 persons—an all-time record
in Canada in any language.
With "Tit-Coq" closing in Que-

in Canada in any language.
With "Tit-Coq" closing in Quebec, Gelinas will take a short hollday, and then go to work on an English adaptation which he hopes to have ready for the coming season for both Canadian and American audiences. can audiences.

Neigh, Neigh!

Neigh, Neigh!

Paris, May 24.

Private yacht with two oilmen ogling concessions cast anchor in the Red Sea near the residence of the Sulfan of Suwak. Latter, after being shown motion pictures on board the yacht, was presented with equipment and had it installed in his palace, together with a supply of pix. He began devoting every evening to screening them, until he came to "Black Beauty." 20th-Fox film, which was included in the batch. He liked that one the best.

For the last six months. "Black Beauty" has been played every night and his courtiers have had to take it and like it.

Mex Likes 'Macbeth'

Mexico City, May 24.

"Macbeth" (Rep), titled in Mexico "La Tragedia de Macbeth". The Tragedy of Macbeth", is a success here. It's ln its second

IF'S TERRIFIC

COLOR BY TECHNICOLOR!

IN MORE THAN 600

PREMIERE

DATES!

BUY U.S. SAVINGS BONDS, MAY 16 - JUNE 30 From WALTER WANGER, who gave you those giants of the screen, STAGECOACH and CANYON PASSAGE!

Starring

SUSAN HAYWARD ROBERT PRESTON Pedro ARMENDARIZ Chill Wills Lloyd Gough Edward Begley

Produced by WALTER WANGER + Directed by STUART HEISLER
Associate Producer EDWARD LASKER + Screenplay by FRANK NUGENT and CURTIS KENYON
Suggested by a Story by RICHARD WORMSER... An EAGLE LION FILMS Release

"TULSA" is setting a record-smashing pace from Boston to Los Angeles—from Chicago HOLDOVER DATES!

Another Great
EAGLE LION
Hit!

GET YOUR SHARE OF "THAT TERRIFIC TULSA" BUSINESS!

Picture Grosses

Flighty Det. Weather Hurts Biz Albeit 'Game' Smash 20G; 'Fan' 25G

Smash 20G; Fan' 25G

Detroit, May 24.

Extreme fluctuations in temperature here is virtually the same effect on the boxoffice with final tally likely to be somewhat lower than usual. "The Fan" at the Fox, "Balf Game" at Adams and "Dream Is Yours" at Michigan are fighting it out for the declining biz.

Estimates for This Week

Fox (Fox-Mich) (5,000; 70-95)

"The Fan" (20th) and "Shot Jesse
James" (SG), Good \$25,000. Last
week, "Belvedere to College" (20th) and "Last Wild Horses" (SG) (2d wk), big \$21,000.

Michigan (United Detroit) (4,000; 70-95)

"Dream Is Yours" (WB) and "Mutineers" (Col.) Oke \$20,000. Last week, "Flamingo Road" (WB) and "Lucky Stiff" (UA) (2d wk), \$16,000.

"Palms (UD) (2,900; 70-95)

"Manhandled" (Par) and "Loaded" (Par) and "Loaded" (Par) and "Loaded" (Possable \$12,000. Last week, "Tulsa" (EL) and "Milion Dollar Weekend" (Mono) (2d wk), slow \$10,000.

United Artists (UD) (2,000; 70-95)

"We Were Strangers" (Col) and "Make Believe Ballroom" (Col) (2d wk), Nice \$10,000. Last week, \$18,000.

United Artists (UD) (1,800; 70-95)

"Medison (UD) (1,800; 70-95)

"Medison (UD) (1,800; 70-95)

**Madison (UD) (1,800; 70-95)—
"Ontpost in Morocco" (UA) and
"Duke of Chicago" (Mono) (2d wk).
Down to \$7,000. Last week, okay

Adams (Balaban) (1,700; 70-95)—
Ball Game* (M-G), Socko \$20,000.
Last week, "Enchantment" (RKO),

\$10,000.

Downtown (Balaban) (2,900; 70-95)—"City Across River" (U) and "Ride Ryder Ride" (EL) (2d wk). Thin \$7,000. Last week, \$9,000.

ST. LOUIS

(Continued from page 13) Is Yours' (WB) (2d wk), nice \$14,

000, Fox (F&M) (5,000; 50-75) — Closed, Last week, "Pride of Yankees" (RKO) and "Lady Takes Chance" (RKO) (reissues), minor

\$10,000.

Loew's (Loew) (3.172; 50-75)—
"Barkleys of Broadway" (M-G) (2d wk). Fine \$16,000 after sock \$23,-000 opener.

Missouri (F&M) (3.500; 50-75)—
"Flamingo Road" (WB) and "Make Believe Ballroom" (Col). Sturdy \$13,000. Last week, "To Sea in \$(3.68)" (20th) and "Tueson" (20th), \$2000.

\$0.00.

\$1. Louis (F&M) (4,000; 50-75)—
"The Window" (RKO) and "Woman's Secret" (RKO). Trim \$11,000.
Last week, "City Across River" (U) and "Live Today for Tomorrow" (U), \$8,000.

\$hady Oak (F&M) (676; \$1.20.
\$2.40)—"Red Shoes" (EL) (5th wk).
About \$3,000 after \$3,200 last week

LOUISVILLE

(Continued from page 13)) and "Long Voyage Home") (relssues), \$5,000.

CO (reissues), \$5,000.

Rialto (Fourth Avenue) | 3,000;

5-65)—"El Paso" (Par) and "Own
the Love" (Par). Satisfactory
13,000. Last week, "Mother Is
reshman" (20th) and "Sofia" (FC),

12,400

**State (Loew's) (3,000; 45-65) — "Ma, Pa Kettle" (U) and "Act Of Violence" (M-G), Fair \$12,000, Last week, "Paisan" (Indie), Last \$19.000.

\$19,000, Strand (FA) (1,000; 45-65) — "Last Bandit" (Rep) and "Moonrise" (Rep), Mildish \$4,500, Last week, "Walked By Night" (EL) and "Behind Locked Doors" (EL),

PROVIDENCE

"Continued from page 13) and is doing well. Nice \$8,000. Last week, "Susanna Pass" (Rep) and vaude, \$7,000.

Majestic (Fay) (2,200; 44-65) and "The Hideout" (20th) (2d wk). Very healthy \$15,000. First week strong \$18,000.

nealiny \$15,000. First week strong \$18,000. Metropolitan (Snider) (3,100; 44-65)—"Impact" (UA) and "Annaing Mr X" (EL). Slow \$5,500. Last week, "Dirigible" (Col) and "Submarine" (Col) reissues), \$6,500. State (Loew) (3,200; 44-65) — "Portrait of Jennie" (SRO) and "Big Jack" (M-G). Okay \$16,000, Last week, "Little Women" (M-G) (2d wk), strong \$15,000. Strand (Silverman) (2,200; 44-65)—"We Were Strangers" (Col) and "Make Beijeve Ballroom" (Col). Ilappy \$14,000. Last week, "Manhandled" (Par) and "Take My Life" (EL), fair \$10,000.

(Continued from page 13)
Diary" (Col). Very sad \$4,000 or
less. Last week, "Belvedere to College" (20th) and "Cheated Law"
(20th) (4th wk), oke \$5,400.

Orpheum (H-E) (2,600; 50-84)—
"Flainingo Road" (WB) and "Bad
Men of Tombstone" (Mono) (2d wk),
Good \$7,000 atter big \$10,300
opener.

Good \$7,000 atter big \$10,300 opener.

Palomar (Sterling) (1,350; 40-65)

—"Walking Hills" (Col) and "Kiss in Dark" (WB) (2d runs) plus vaude. Slow \$4,000 or near. Last week, stage slow and "Sun Comes Up" (M-G) and "Red Stallion" (EL) (2d runs) plus vaude \$53,800.

Paramount (Il-E) (3,039; 50-84)—("Outpost in Morocco" (UA) and "Gay Amigo" (UA). Slow \$7,000.

Last week, "Adventure in Baltimore" (RKO) and "Fighting Fools" (Mono), slim \$1,700 in 4 days.

'Barkleys' Boff \$11,000. Port.; 'Honeymoon' 111/2 G

Port.; 'Honeymoon' 11½G

Portland. Ore., May 24.

Biz is down this week at firstruns because of other competition.
"Barkleys of Broadway" shapes
sock at United Artists. 'Family
Honeymoon'' looks strong at the
Broadway. 'Red Shoes'' is still
solid at the Guild.

Estimates for This Week
Broadway (Parker) (1.832; 5085) — "Family Honeymoon'' (U)
and 'Rose of Yukon'' (Rep) (10
days). Strong \$11,500. Last week.
'Life of Riley'' (U) and 'Old
Fashioned Girl' (EL), \$11,500.

Mayfair (Parker) (1.500; 50-85)—
"Force of Evil'' (M-G) and "Winner Take Ail'' (Mnon) (8 days).
Slim \$2,500. Last week. 'Shot
Jesse James'' (SG) and "Feathered
Serpent" (Mono), \$3,000.

Orlental (H-E) (2,000; 50-85)—
"Tulsa" (EL) and 'Bad Men of
Tombstone' (Mono) day-date with
Orpheum. Okay \$2,700. Last
week, "Flamingo Road" (WB) and
"State Dept. File 649" (FC), fine
\$4,500.

Orpheum (H-E) (1,750; 50-85)—

"State Dept. File 649" (FC), fine \$4.500.
Orpheum (H-E) 11.750; 50-85) —
"Tulsa" (FL) and "Bad Men of Tombstone" (Mono). also Oriental. Okay \$5 000. Last week. "Flamingo Road" (WB) and "State Dept. File 649" (FC), excellent \$7.900.
Paramount (H-E) (3,400; 50-85)—"Bride of Vengeance" (Par) and "The Mutineers" (Col.). Dim \$8,000. Last week. "Belvedere to College" (20th) and "Cheated Law" (20th) (2d wk), sock \$9.000.
United Artists (Parker) (895; 50-85)—"Barkleys of Broadway" (M-G). Sock \$11.000 or near. Last week. "Little Women" (M-G) (5 days) (4th wk), \$3,400.
—"Red Shoes" (EL) (5th wk). Strong \$6.000. Last week, \$7,000.

WASHINGTON

WASHINGTON

(Continued from page 13)

"Belvedere to College" (20th) (2d wk). Nice \$15,000 after sock \$25,-000 last week.

Playhouse (Lopert) (432; 50-85)

—"Quartet" (EL) (3d wk). Still strong at \$7,000 for second consecutive week. Holds again.

National (Heiman) (1,600; 44-74)

—"Mr. Smith Goes Washington" (RKO) (reissue). Sickly \$3,000 in 4 days, and pulled. Last week.

"Jigsaw" (UA). \$4,000.

Warner (WB) (2,164; 44-74)

—"We Were Strangers" (Col). Leads town with good \$18,000, but not in champ class. Last week. "Nick Beal" (Par). disappointing \$11,000.

Trans-Lux (T-L). (550; 44-80)
—"Portrait of Jennie" (SRO) (5th wk). Hulding nicely at \$5,000. after \$5,200 last week. Stays on.

OMAHA

OMAHA

(Continued from page 11)
so big. The Brandeis shapes nice
with "Undercover Man."

Estimates for This Week
Orpheum (Tristates) (3,000, 2080)—"Bad Men of Tombstone"
(Mono) with Orrin Tucker orch.
Preston Foster (rio. others, onstage. Good \$18,500. Last week.
"Red Canyon" (U) and "Winner
Take All" (Mono) \$10,000.

Paramount (Tristates) (2,800, 1655)—To Sea in Ships" (20th).
Doing oke \$10,000. Last week.
"Flamingo Road" (WB), \$11,000.
Brandels (RKO); (1,500; 16-65)—
"Undercover Man" (Col) and "Song
of India" (Col). Nice \$8,000. Last
week. "Adventure Baltimore:
(RKO) and "The Mutineers" (Col),
\$7,000.

State (Goldberg) (865: 16-65)—
State (Goldberg) (865: 16-65)—

\$7,000,

State (Goldberg) (865; 16-65)

"Ball Game" (M-G) (2d wk) and
"Strange Voyage" (Mono). Good
\$4,500. Last week, "Ball Game"
(M-G) solo, smash \$8,000.

The Foundation of the Motion Picture Pioneers, Inc., chartered as a non-profit membership or-ganization in New York.

Arizona Bandits Grab \$2,125 in Pix Stickups

Phoenix, May 24 Bandits in Arizona are finding softer pickings in theatre robberies than their pioneer day counterparts Nine houses in the state have been jooted recently, latest victim being the Roxy, Buckeye, robbed of \$1.000. Two armed gunmen escaped with \$600 from College theatre. Temple. They were captured in Tucson.

The Orpheum here has been taken over twice, the assistant manager being hit on head with a gun during one stickup. Bandits also got \$300 from safe in Grand

atso got \$300 from sale in Grand theatre, Douglas.

Drive-ins in Tucson and Phoenix have been successfully raided, while the Catalina, here, is also on the holdup list. Safe of another Phoenix house was jimmied but yielded nothing. Lone burglar robbed Somerton theatre, Yuma, of \$225, being captured later. later.

Drive-In Robbers Get 11 Years

Drive-In Robbers Get 11 Years
St. Louis, May 24.
Robert Cox sentenced to six
years in Missouri pen, and Ernest
Taskey to five years last week
when they pleaded gullty to a
burglary and lareeny charge. They
were charged with stealing a safe,
containing about \$800, from Ronnie's drive-in, owned by the late
Fred Wehrenberg.
Pair nabbed while attempting to
open the safe which they had carried away in an auto.

Jap Pix Mart Continued from page 9;

Korea—same situation prevails exactly in Korea as in Japan—only until May 31. It was decided at a meeting of the board last week to extend this for one month to coincide with the termination of the existing contract with the Army cide with the termination of the existing contract with the Army. By June 30, end of the Government's fiscal year, action of Congress on the industry's request for funds will be known and determination will be made as to whether to mill out entirely or on what to pull out entirely or on what basis to continue.

basis to continue.

MPEA board also voted to continue cooperative operation in the Netherlands East Indies until the end of 1949. It will be decided sometime before then whether MPEA will continue fullscale with income of the member companies still to be pooled; whether the organization will go on merely as a service organization, as in Holland and Germany, or whether each company will start operating completely on its own. Decision hinges in part on general economic conditions in NEI, which are pinched as result of the war with the Dutch.

Info Media Get ECA Cut

Washington, May 24.
An economy move of the House
Appropriations Committee will
probably result in less ECA money

probably result in less ECA money being available next year to pay the information media, including pix, for their loss of pocket expenses in countries where the dollar exchange is frozen.

The committee reported out an ECA bill yesterday 1231 which included funds for the information media in the Marshall Plan countries and in the Japan-Korea Armyceupide section of the orient. Overail bill was cut 150%. However, it was not made clear whether this was across the board Overall bill was eut 15%. However, it was not made clear whether this was across the board and involving 15% in each item, or whether some budget requests would be saved in their entirety.

40 Films Roll

before the cameras in 1948, is in the same position currently. Par is down slightly, with two now as against five in 1948, but has a large group coming up in the near fu-ture. Same holds true for War-ners, which had six in production last year but is working now on

Monogram-Allied Artists is down Monogram-Allied Artists is down from four to two and Universal is down from five to two. Republic however, now has four rolling, as compared with one a year ago. Indie production is on about the same level, with five now before the cameras, as against six a year ago.

Film Reviews

Fools Rush In

realizing that her father, whom she had met for the first time, was not such a cad as she had been not such a cad as she had be led to believe. This results in series of inept, irritating situa-tions.

tions.

Production qualities are adequate and the principal setting of the country cottage has a degree of old world realism. Major roles are in the capable hands of Saily Ann Howes. Guy Rolfe, Nora Swinburne, Nigel Buchanan and Raymond Lovell. Myro.

Jour de Fete (Holiday) (FRENCH)

Paris, May 21.
Francines release of Cady Pilms (Borrah Minevitch, Fred Orain, Jack Tati) production, Stars Tati, Directed by Tati, Screenplay, by Tati, Henri Marquet and Rene Wheeler; music, Jean Yatove; cameran Jean Mercanton. At Balzac, Jeris. Postman mines 90 MINS.

Postman mines 90 MINS.

Jack Tati Roger

T. Decombe Marcel

Paul Frankeur

Carnival woman

F. Relli

Jeannetic

M. Vallee

Hairdreaser

H. Vallee

This pic is an education. It fook an American showman to demonstrate to the French, on their home plate, that a picture could be made here on a \$30,000 budget and gross \$12,000 in its first week's simultaneous release in four small Paris firstrun houses headed by the Champs Elysees' Balzac. This is a constructive answer to local producers' gripe that Hollywood opposition kills their industry. Borrah Minevitch, who has been in Paris a couple of years, put together the money, story, star and, above all, the knowhow.

Apart from Minevitch, the pro-

tne knowhow.

Apart from Minevitch, the production setup includes Fred Orain, who is a technician, and Minevitch's comedy discovery. Jack Tati. Latter has plenty of popular appeal.

appeal.

The story, which is of the thinnest, shows a French village on a nest, shows a french village on a noliday and there is practically no plot. Supporting cast is of very small inportance compared to Tati, who does the village postman. Jean Yatove's music is adequate and distance of the property ratiove's music is adequate and di-rection, technique and tempo are all okay. But the one thing that counts in the picture is Tati's an-tics, with practically no dialog, and what little there is of it is drowned by the audience's laughs which come in machine-gun tempo from start to end.

by the audience's income in machine-gun tempo from start to end.

Simall budget of this big grosser is explained by the fact that there is no overhead, also that apart from the star, the main thing in the picture is the little village of St. Severe, including all the inhabitants, who work like old hands.

Its very visual style and practical absence of dialog make it an international bet. It's sold for most of Eurepe, with the new Ray Ventura-Bob Amon-Wolfgang Schmidt combo landling it for Germany. For U. S., a dubbing would likely rate a fair dualer, apart from being a natural for the foreign pix circuit.

Professor, My Son (ITALIAN)

Liux Film release and production. Stars Aldo Fabrizzi. Directed Remato Cascallani. Screenplay. Emilio Remato Cascallani. Screenplay. Emilio Remato Cascallani. Screenplay. Emilio Remato Cascallani. Previewed Cascallani. P

(In Italian; English Titles)

(In Italian; English Titles)

A sturdy performance by Aldo
Fabrizzi, Italian counterpart of the
late French character actor. Raimu,
is the chief asset of "Professor.
My Son" in the U. S. market.
Otherwise, pic is a loosely-constructed, leisurely paced sentimental drama based on the
familiar theme of parental sacrifice. It will receive moderate play
in the art houses.

Yarn of a school porter with

Yarn of a school porter with academic ambitions for his son

All Over the Town

"All Over the Town"
"All Over the Town"
"Rank!, opening today (Wed.)
at the Park Avenue Embassy,
N.Y., was referred to as "a
light piece of entertainment"
in Variery's London review,
March 9, 1949. Reviewer Myro
found pic, which centers
around local politics, "obviously designed for the home market, with field." iv designed for the home mar-ket, with little value to Amer-ican exhibitors. Review noted that the cast, headed by Sarah Churchill and Norman Wool-and, performed "competently."

spans the fascist and postwar periods in Italy, but the film avoids any marked social commentary, Indicative, however, of a shift to conservatism among Italo filmakers is the pic's brief satirical poke at the rapid governmental reshuffles upsetting the nation.

It's concerned largely with depicting Fabrizzi's generous care for his son as the latter matures into a scholarly professor who's slightly ashamed of his father's lowly occupation.

Fabrizzi, noted for his roles in Open City" and "To Live in Peace," turns in another carefully-detailed and compassionate characterization marked by subtle merging of the comic and pathetic elements. Solid portraits are also drawn by Mario Soldati, as an elderly teacher, and Raffacle Caporilli, as an assistant porter. Giorgio de Lullo, as the son, plays stiffly.

Technically, pic matches Italy's

stiffly.

Technically, pic matches Italy's other top postwar imports with realistic settings and backgrounds, good lensing and firstrate scoring.

Herm.

Balaban, Depinet

Continued from page 4

groups of the adult population groups of the adult population don't attend theatres regularly and what the industry is doing about it. Balaban said it was a question a quarter-century old, that other forms of entertainment compete and that a greater proportion of films than books and plays are successful.

Depinet added that the 35-55 age Depinet added that the 35-55 age group attended films less often because "as you grew older and had to go out and earn a living, you had less time." Skouras said. "In every theatre in the country, from Monday through Friday, 95'r of the audience is adult."

the audience is adult."
"I don't think our industry can get away from the star system," Depinet stated in answer to a query on that subject. "I don't think the public will permit us to, any more than baseball teams can get away from the star system... The public takes a fancy to them stars; they like them, they root for them, they go to see them."

Star System

Stars are no coverall insurance.

Star System

Stars are no coverall insurance,
Balaban contributed. "Hasn't it
been our recent experience that a
star will insure the kind of story
the public will want to see," he
sald, "while a star will not protect
a story the public does not care
tor?"

Harmon, replying to a question on children's films, said the British had got their fingers bujned badly by trying to make special pix for kids and Hollywood had never made them, but about 40' of its output was "family films."

Byen took the question as 10

Breen took the question as to whether, through the production code, the industry "was eensoring itself out of business." Declaring

whether, through the production code, the industry "was eensoring itself out of business." Declaring there was no "mysterious some-body or something in Holly wood which seeks to deny to the screen the right of discussion of problems which are valid." he asserted "Nothing in the code denics or curtails freedom of expression on any matter."

Hegarding foreign films in the U. S., Depinet answered: "Our doors are-wide open. They have succeeded in proportion to the way the American public accepted them., There is no quota, no tax, no restriction and their money is free to go back to their own country. I wish we were treated as well as they."

Final query was "Does Hollywood make too many picture eycles, lacking variety and without originality?" Breen denied that cycles were cyclical in anything but name. "It is not true." he said, "to say that they have no new plots and ideas. They may follow a general trend, but there is nothing extraordinary in that." He remarked that book-publishing was likewise subject to fads and phases.

Skouras concluded the session.

phases.

Skouras concluded the session by declaring: "England would do everything in the world to have the advantages we have in the motion picture industry and . . . I know Stalin would give everything to have it. There is only one thing wrong with the motion picture industry: We do not appreciate its real greatness and its importance to the people of America."

British Give

Washington, May 24.

British government has turned thumbs-down on our State Department's request that the 40% British film quota be reduced. The English officials asserted that, so far as they are concerned, the best way to work a solution was through the Anglo-American trade talks slated to resume June 2. It was suggested that nothing would be done until it was seen what developed from these meetings.

Impresion here was the British appeared to be shutting all doors but one to American film interests—the one being the toppers of the British industry, such as J. Arthur Rank and Sir Alexander Korda. The idea, it was felt, was to give the Americans to understand that they had better take whatever they could get from Rank and Korda, since there was no chance of getting anything better.

better.

The answer to the recent request made by our Stale Department was passed along over the weekend by the British Embassy, here.

The English took their stand on three points. They argued that (1): They were not violating the general agreements or tariff and trade trealies by setting up the quota; 12: They needed American dollars and so could not let our pictures come ir; (3) They could now fill a 40% quota from the production of British studios.

State Department was non-com-

British studios.

State Department was non-commital. However, other observers here felt that the British answer was evasive and a distortion of fact. For example, the general trade agreement provides that film quotas were to be subject to negotiation on anything involving "limitation, liberalization or elimination." Hence it is felt that the 40% quota is a violation.

Regarding the need for America

Regarding the need for American dollars, it has been pointed out that the quota has nothing to do with the withdrawal of dollars from Britain, since that is taken care of under another arrangement.

under another arrangement.

Claim that the British can fill their quotas from home production is regarded as so much gobbledygook. At present, in Britain, more than 2,000 theatres hold exemptions from the 40% quota of British pictures on their contention that they could not get by with the available British product.

Finally, what has the boys hit-

available British product.
Finally, what has the boys hilting the ceiling here is the British claim that the only way anything can be done is by private negotiation between the American and British studios. The quota is an act of Parliament, they point out, not a ruling by the British studios.

Names on Silo

Continued from page 1

at Falmouth and Marblehead, Mass. Besides the 5G, Miss Bankhead gets \$100 weekly for her maid.

Susan Peters, Hollywood star who was paralyzed from the waist down as result of a hunting accident several years ago, will arrive east June 18 to begin rehearsals in Tennessee Williams "Glass Menagerie," which opens at Norwich, Conn., June 27, for one week then goes to Fair Haven, Mass. Miss Peters, whose strawhat appearances are handled by Gus Schirmer, Jr., for the Howard Holl agency, will also do "The Barretts of Wimpole Street" at Princeton July 18. She will do about 7-10 weeks in the strawhats.

Helen Hayes is definite to try out William McCleery's play.—"Good Housekeeping," which will be staged at Richard Aldrich's Falmouth Playhouse Aug 22. Elizabeth Bergner is also slated to appear in the same theatre during late summer In Jean Giraudoux" "Amphitryon "38." Kay Francis, Ann Harding and Signe Hasso have also been inked for strawhat roles. Sir Cedric Hardwicke will make his first strawhat appearance in "The Winslow Boy" at Falmouth.

Sir Cedric Hardwicke will make his first strawhat appearance in "The Winslow Boy" at Falmouth. July 11. Basil Rathbone will open in "The Heiress" at the Cape Playlouse in Dennis, Mass., June 27. and Bert Lahr will do "Burlesque" in Lakewood, Pa., June 21. Among ofthers on a still growing list who will work the strawhats are Guy Kibbee, Leo G. Carroll, John Loder, Sylvia Sidney and Ernest Teuex.

Anglo-U.S.

Nix on 40% Cut the sole available member of the English team which negotiated the original proposals. Possibility is seen that he might come over to confab with Eric Johnston. Motion Picture Assn. of America requots that the 40% British quota be reduced. The English team which negotiated the original proposals. Possibility is seen that he right come over to confab with Eric Johnston. Motion Picture Assn. of America prexy, who with Paramount prexy Barney Balaban and Metro topper Michael Schenck, comprised the U. S. team.

There was insistence yeslerday

the U. S. team.

There was insistence yeslerday by the MPAA in Washington, however, that the meetings would be held as scheduled and that Korda was coming. In the meantime, also giving credence to the possibility that the sessions might be held despite the top level reports in New York that it was off was the answer handed by the British government to the Dept of State Monday (23) on the latter's squawk regarding the quota.

The British repul gave an aura

squawk regarding the quota.

The British reply gave an aura of official sanction to the Anglo-American council sessions by asking the State Dept. to wait and see what comes out of the talks. A top strategist for the Society of tradependent Motion Picture Producers, which has bitterly opposed the Anglo-American proposals, immediately called his version of the turn on this. He stated his belief that the British government was thus attempting to keep the American government out of the film bassle. SIMPP has consistently argued for the State Dept. to take up the cudgels for the U. S. industry.

Meantime, the seeming back-tracking by French in London in-terviews on what occurred at the Washington sessions made it ap-pear that there was actually very little area of agreement among the negotiators themselves. As a re-sult of this, plus the strong opposi-tion of some American majors and the determined battling by SIMPP, most insiders were certain that the determined batting by SIMPLY, most insiders were certain that nothing would come of the much-publicized proposals whether or not next week's meetings are held. The whole thing is being looked

on now pretty much as a dead issue surgery that won't be revived unless there hospital.

Last minute meeting on the Anglo-American Film Council sessions is to be held by the British Film Producers Association Thurs-day (26).

Film Producers Association Thursday (26).
Meantime, indie producers are becoming agitated as they fear they are being left out in the agreement and that they will be the victims of a squeeze. In fact they are already seriously squawking at the manner in which they have been left out of the French market by the allocation of subjects to BFPA members only.

BFPA members only.

is a complete shift in any proposals for agreement. For one thing, Universal, in which Rank is an important stockholder and which has a favorable deal for exhibition in England, is dead-set against the plan, while RKO, Columbia, Republic. Monogram and United Artists are cool. Warner Bros. is on the fence. Paramount. Metro and 20th-Fox toppers favor a deal, but many lower-echelon execs of the companies do not.

Some of the company prexies were highly critical of Johnston for letting himself get so deeply drawn into the deal with the British. They fett he had no authority to go as far as he did and that he has now "embarrassed" the industry by seemingly causing it to back down from an agreement.

The proposals which have caused such controversy are, in essence, that the American companies would end the "unit plan" under which they have insisted that if either pie on a dual bill is American, the other snust also be, that the U. S. firms woulf give to the British producers out of frozen sterling a sum slightly exceeding British earnings in the U. S. and that the British in return for this would take up with their government the possibility of giving playing time to 100 "A" pix annually on the three principal circuits.

Greer Garson's Surgery Hollywood, May 17.

Greer Garson went under minor orgery Tuesday (117) in a local

British Indies Also Squawk British Films Earn \$2,500,000 in U.S. In Year; Can Take Out About Half

In-Year; Can Take Out About Half

U. S., for the year ending June to will be approximately \$2,500,000, it was learned this week. After taking out operating costs, about half of that sum will be available for remittance to England.

The figures are significant from a number of aspects, first of which is that they are basic in the proposals made by the Joint Auglothmerican Film Council last monitor compromising differences between the U. S. and British industries. Refinements and analysis of these figures are being made on both sides of the Atlantic in considering the Council proposals.

Of equal if not more importance is the fact that something between the \$2,500,000 in remittable from will be added to the \$17,000,000 annually that American firms get out of England under the Johnson Mulvey-Wilson pact of March, 1948. This provides that the Yanks get for division among themselves a sum of dollars equal to British film carnings in America for the fiscal year ending June 1, 1949. Phis provides that the Yanks get for division among themselves a sum of dollars equal to British film carnings in America for the fiscal year ending June 1, 1949, phis one of two alternatives: a sum of dollars equal to British film carnings," and pending deal goes through by which Eagle Lion and J. Arthur Rank will balance off the earnings in the U. S. This would siderack the approximately \$800,000 in rentals of Red Shoes" around the pool. Pic was the second biggest to the U.S. This would siderack the approximately \$800,000 in rentals of Red Shoes" around the pool are the earnings of other pool are the earnings of the pool are the earnings of other pool are the earnings of the pool are the earnings of the pool are the earnings of the p



where a new situation has been created as a result of Communist

Rumania Toughest

Rumaula Toughest

In pointing out the difficulties faced by the MPEA in dealing with the Soviet orbit countries, Maas pointed out that he wasn't even able to get a visa to get into Rumania. This is one of the countries which is responsible for reduced MPEA income, since for more than a year now no U. S. pix have been shown, and it is next to impossible even to discuss the situation with the state film monopoly there.

In most of the other Iron Cur-In most of the other fron cur-tain countries, except Russia itself. Maas said, it would be possible to make deals if the American com-panies wanted to "give their prod-uct away." However, they are in-sisting on a new policy of percentage terms only, as a means of get-ting a fair return. Mans said the fixed prices offered are generally ridiculously low, and it is felt that there is no other means of proving the bo, value of U. S. product and at the same time getting a fair fee

at the same time getting a fair fee than by obtaining percentage deals. As far as the Russians are concerned. Maas declared, price is no object. He said he had told Soviet emissaries to their face that he'd be willing to give them the pix they wanted for free if they'd guarantee to play them. As it is, they have a deal pending for a block of 20 pix at \$50,000 each, which is considered to be a reasonably high flat figure.

which is considered to be a reasonably high flat figure.

In Yugoslavia, Maas said, things were moving along excellently under the 25-pic deal made by Eric Johnston, Motion Picture Assn. of America topper, last fall, Yugoslavs have chosen about 16 pix and are ready to begin, playing them.
MPEA has set up control office in
Belgrade,
Some Sideline Businesses

Some Sideline Businesses Mass revealed, however, that he was torced to modify the Johnston deal, although he still considers it very favorable. Instead of the \$10,000 in dollars per picture that was originally guaranteed, the price was reduced slightly, and some of the coin is to be paid in local currency, which will be convertible into dollars via trade deals. MPEA thus expects to get into the business of importing Yugoslav wines. Excellent native handicraft, rare ores and a myriad of other possible items. Mass said he thought if items. Maas said he thought it very likely that other pix would be bought by the Yugoslavs after the initial 25, since the relationship so

initial 25, since the relationship so far has been very pleasant.

In Poland, the MPEA chief declared. American income has been greatly reduced by the slow playoff of pix which were sold the state monopoly there a couple years ago. Part of the reason, Maas said, was that the war has left only four Warsaw first-run houses undam-

New York Theatres

DANA ANDREWS MAUREEN O'HARA "FORBIDDEN STREET"

A 20th Century For Picture ety Stage—DICK HAYMES, Others In ite Singe—PRHAPSODY** Starring ARNOLD SHODA

ROXY 7th Ave. 4 =

- RADIO CITY MUSIC HALL -

James Stewart - June Allyson "THE STRATTON STORY

A Metro-Goldwyn Maser Picture EPECTACULAR STAGE PRESENTATION





Czechoslovakia has also all but been eliminated as a source of income, since the government has failed to renew the MPEA contract which expired in November, 1947. Some of the 80 pix bought under Some of the 80 pix bought under the original pact war are still be-ing played off. Maas said, but it has been impossible to arrive at a new agreement. Deal was made with toppers of the film trust during his recent visit. Maas stated, but was killed in higher governmental echelons. Likewise, in Hungary and Bulgaria deals are very diffi-cult.

The Marshall plan has succeeded beyond all hope in reviving Europe economically, MPEA exec asserted. Germany, in particular, he said, has shown an amazing comeback in the nine months or so since his previous vicit

Eye Scalpers

ton will be carefully inspected by

ton will be carefully inspected by the show's management. Fact that the "Miss Liberty" or-ders were received in Trenton last Saturday morning is regarded as significant, since news that the tickets for the show would be sold through the store was published only the previous day, and then solely in one paper, the N. Y. Times. Although "Miss Liberty" seats were the only ones thus ordered, it's expected that locations for other shows may be sought

Special booth in the Swern store intended to handle only over-e-counter sales, not mail orders, ttempts may be made to have cal "diggers" get tickets there the-count local "diggers" get tickets there for the top Broadway hits. If so, the store's sales clerks will try to spot them and turn them away. In addition to "Miss Liberty," shows allotting seats for sale in the store include "Aune of the Thousand Days." "Goodbye, My Fancy," "De-tective Story," "Mister Roberts," "Madwoman of Chaillot" and "Streetcar Named Desire,"

On the basis of local interest shown thus far, Swern's executives said yesterday (Tues) that they ex-pect the first week's allotment of 960 tickets to be sold out next Tuesday (31) the day after the sale opens. They also reported receiving queries from department stores in Harrisburg. Easton and Allen-town, Pa., regarding the possibility of setting up similar Broadway the-atre ticket booths in their establish-

Ments.

An inquiry was also received at the Playwrights' Co., yesterday from the N. Y. Giants baschall management, as to the possibility of tickets for games at the Polo Grounds, N. Y., being included in the sale at the Trenton store.

Another out-of-town store which

the sale at the Trenton store.

Another out-of-town store which sells tickets for Broadway shows is Lubar's phonograph and radio shop in Washington, where Mrs. Mary Elizabeth Stabler has a stand. However, that is a licensed brokerage and charges a regular tee for the service. It reportedly has a sizable volume of sales for Washingtonians planning visits to New York, but also sells some tickets for legit and other attractions in other towns.

Billy Rose

Continued from page 1 ;

Olympic Games to be held in Mel-bourne for the first time.

Invites will also be going out to many Broadway stars to do shows Down Under, and to top Hollywood players to make a short trip to add additional glamor. U. S. film dis-tribs are hopeful there will be plenty of dollars available by then.

Billy Rose, contacted in N. Y on Aussie about the exposition, entertainment plans for same, t would be interested in listenbut would be interested in isten-ing to the proposition. Showman, who returned recently from a long, round-the-world tour (which didn't include Australia), is now planning another saferi for next January.

This would be a shorter tour, of about tour to eight weeks, all by plane. Australia and Africa would be included in the itinerary.

Popcorn Pinches 'Shoes'

Kansas City, May 24.
Popcorn is out at the Kimo
theatre, Dickinson house now
in its fifth week of "Red
Shoes" at roadshow prices.
Patrons complained that the

munching and crunching did not belong with the showing of such a dramatic arty film. So Bill Meyer, manager, closed up the popcorn machine, and it will stay that way as long as will stay that way as long as the house runs two-a-day "art"

Execs Explain Conlinued from page 3

banish any player for his personal actions.

Morals Clause

Under the morals clause in player contracts, an individual company can break its pact with one of its people, it was said, but several studios cannot get together several studios cannot ger together to boycott a person. The issue was tested only recently in the case of the 10 alleged Communist writers who, company exces decided at a meeting in New York in November, 1947, would not be employed by any studio. The writers took their exes to court and won. It is r case to court and won. It is on appeal.

There is no direct analogy in the control which "Czar" A. B. (Happy) Chandler exercises over baseball. The leagues are set up differently from the picture companies and so are not subject to the anti-trust are not subject to the anti-trust laws, but even so a case has been won by a player on the claim that if he couldn't shift at will from one club to another he was subject to "peonage." Issue is currently on appeal to the U. S. Supreme

Some industryites object to the

Some industryites object to the "czar" principle on moral grounds, claiming that no private citizen should sit in judgment of the personal acts of another and have the power of denying him of her the right to make a living. Likewise, they see it as a potential denial of free speech, since a player or writer might be banned because of something he says. On this point, a top exec remarked:
"I feel Fidler is worse for the industry than the people he'd have us throw out. Yet I've never heard anyone suggest that he be denied the right to broadcast or write. The test must be the same as in films—the public. If they don't like him and don't buy the product of his sponsor he'll be off the air. If the players whose morals he objects to aren't wanted at the boxoffice, they'll likewise disappear from the seene."

20th Theatre TV

Conlinued from page 5

such a show in the studios, how-ever, 20th could lavish the same type sets and backgrounds on the play that are used for feature pix, some of which are already standing and so would not have to be spe-cially built.

IATSE-and Microwaving

Company anticipates no labor problems with theatre TV but reportedly recognizes that certain factors must first be worked out with such unions as the International Alliance of Theatrical Stage Employees, which includes both stagehands and projectionists. While the TV programs will not be considered stage shows in some theatres. As a result, 20th may have to make some concessions to the stagehands at these theatres. In addition, it must be decided whether to attempt to train the regular booth projectionists to handle controls on the video ists to handle controls on the video

ists to handle controls on the video equipment or to use specially-trained technicians. In either case, it is expected that some terms will have to be negotiated with the projectionists' union.

While the Federal Communications Commission has not yet ruled on whether to open up nicrowave channels for commercial theatre tele use, 20th prez Spyros P. Skonras revealed last week the company is considering applying for such facilities. If week the company is consider-ing applying for such facilities. If microwave channels are used, the company would automatically sub-ject its programs to FCC jurisdic-tion. Alternative is the rental of coaxial cable circuits from Ameri-can Telaphone E. Telaphone (Capital Constitution) coastal came circuits from ameri-can Telephone & Telegraph, which might turn out too expensive. Com-pany is now considering both meth-ods but has not yet made its de-cision.

Young-EL

Continued from page 3

how, as well as tangible assets, would compensate for cash.

One of the things that Small underbledly could attract to EL would be coin to finance indie producers distributing through the would be coin to finance indie producers distributing through the company. Since this would assure a supply of product—than which nothing could be more important—Small is understood using this as a major point in his trading. It is because of these varied aspects that negotiators assert any statement of the amount of money involved in Small's offer to buy in is impossible.

Anxious for a Deal

Anxious for a Deal

Young is understood to hold Small in considerable respect and be anxious for a deal with him, recognizing his potency for producing successful pictures at low budgets. Young, however, will not him to be up on the law with anxious from the law with a stay from give up control or walk away from the company, it is reliably report-ed, partly as a matter of pride.

Semenenko, whose bank has something over \$10,000,000 invested in EL and its parent company. Pathe Industries, has been straining to get Young and Small to an agreement. It is believed he is in position to force the issue if he desires, but prefers to work out an entirely amicable arrangement.

Negotiations will be resumed in New York today (Wednesday) or tomorrow after being stalled since last Friday (20) by the pressure of other business on the men and by necessity for intramural consultation. Semenenko has been in Bos-ton, reporting to the bank's other officials, while Young was in New-port until yesterday,

Scimenenko has apparently been trying to sell the Small proposals to Young and his aides, Robert Purcell, chairman of Pathe Indus-tries, and William C. MacMillen, has been serving as v.p. in charge of EL operations. Meanwhile, Small, on the Coast, has been sweat-Small ing it out awaiting word on sults. Negotiators in New Y said the complications were manifold that nothing conci complications were so that nothing concrete expected for some days

Fabian-Gamble

Conlinued from page 3 =

was originally set up as a reissue outfit, was merged by Bernhard into Cinecolor In an exchange of stock several years ago. Agreement has now been reached, and will be given approval at a stockholders' meeting June 14, for a reexchange of shares to separate the com-

Take Over Alperson Holdings

Take Over Alperson Holdings
Fabian group will in a manner
be taking over the position that
Edward L. Alperson had in FC before the Cinecolor merger. He was
a pard with Bernhard. Each man
got 40.000 shares of Cinecolor for
his interest in FC. Since Alperson
does not want to return to Cinecolor, Bernhard is returning to that
company 40.000 shares repping
Alperson's holdings, which he has
acquired in the onen market plus
acquired in the onen market plus acquired in the open market, plus his own 40.000 shares.

his own 40,000 shares.

Fabian and his principal associate. Ted Gamble, have been intent on obtaining an interest in a distributing company for some years. They made their first effort in 1947, when they came close to buying United Artists. Early this year they were again engaged in megaliations for UA, but were unwilling to accept anything but complete control of that outfit.

Their plan is a latter-day adapta-

Their plan is a latter-day adapta-tion of the old First National idea by which exhibs cooperatively tion of the old First National idea by which exhibs cooperatively owned a distributing company and financed production. They figure they can profitably advance coin to indies—and FC's policy from here on in will be one of exclusively handling indie product—since they can almost guarantee a profit for a pic from playing it in their own circuits alone. It also guarantees them a source of productions of productions of the production of the pro guarantees them a source of prod-

A major aspect of the Fabian-Bernhard deal is this willingness of the syndicate to finance Indies. Great difficulty of any distribution outfit currently is the fact that would-be producers can't get coin to make pix. Fabian's outfit can make a three-way profit onl of its int-rest in the films, their distribu-tion and their exhibition. major aspect of the Fabian

'VADIS' POSTPONED UNTIL NEXT SPRING

Metro postponed "Quo Vadis" over the weekend until spring due to inability of Gregory Peck to start July 1 filming in Rome, Peck returns to 20th Wednesday 25; for four weeks more in "12 O'clock High" after being hospitalized a week with eye infection.

Uncertain Peck condition, plus possible weather interfering with 100-day shooting schedule mapped by director John Huston recently in Rome, caused Metro to order halt in immediate preparations, Producer Arthur Hornblow, Jr., and Huston had been scheduled to leave June 3.

leave June 3.

Studio has spent \$1.500,000 so
far, including scripting and preparation of 10,000 costumes and
equipment shipment to Cinecita

TV and B. O. Continued from page 5 =

theatres and announced that he was trying to get rights to televise on large screen such musicals as "South Pacific" with top pictures on two-a-day showings in 25 Los Angeles houses. All that is necessary is clearance from the FCC and availability of top product. He emphasized that only theatres with such product could nextly the such product could be such as the could be such as the suc

He emphasized that only theatres with such product could weather the threat of home television. Skouras, here with home office brass, to answer exhibs queries about sliding scale percentage and flat rentals, was greeted with sympathetic attitude from most of exhibs, but ran into several unscheduled hurdles. The exhibitors charged the 20th plan was "unfair" in that it took the crean off the top by demanding the best playing days to fix base costs. However, days to fix base costs

days to fix base costs. However, Litchtman explained that the scale also was adjusted to take care of the remainder runs. In any event, Skouras stressed it would not fall below 20% of the gross. Litchtman. in explaining his plan, told his audience that 20th-Fox made practically nothing from its production end last year out of a \$83,000,000 gross, and that the distributor "must make more money," or else. In espousing the a \$85,000... distributor "mu money," or else, system must make more money." or else. In espousing the 20th-Fox system of operation, Skouras said he was throwing all resources of the company into the plan, and "if it did not work, the firm would fail."

Lichtman, in

Lichtman, in answer to a question from Jack Rose, Manta Rose partner, said that the basis would be an audited certified public accountant report. His report that "20th was not making 'B' pix" brought some laughter from the

Most theatre owners were in agreement as to danger of tele.

Replying to Jack Kirsch as to a Replying to Jack Kirsch as to a clearance clause in 20th's sales contract. Smith said that the clause would be litted from new contracts and inked out of the old. Also to be dropped from new contracts is the phrase relating to telerights to product. Smith claimed that it was put in for Movietonenews mades for video and subsequently transfered into all contracts, but it was not necessary. Einfeld explained saturation booking and exploitation promis-

Einfeld explained saturation booking and exploitation promis-ing 20th would use multiple runs and world preems to hypo biz. First getting this treatment is "It Happens Every Spring" debutting in St. Louis and 60 adjacent locations this week.

Always --THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms with bath and radio "Foremost on the Coast"

ALEXANDRIA HOTEL

Fifth at Spring • Los Angeles FRANK WALKER, General Manager Formerly at Olmsted, Cleveland, O.



SPORTSERVICE, Inc. 1.COBS BROS HURST BLDG. BUFFALO, N. Y. HURST BLDG.

Clips from Film Row

NEW YORK

With Max Youngstein's resignation. Leon Brandt is temporarily fulfilling the job of advertising and publicity director at Eagle Lion. It is expected that no effort will see made to fill the post officially until results are known on pending negotiations for the sale of EL to Edward Small.

Brandt joined EL as a field exploiteer in Chicago and has moved up successively from one job to another as resignations occurred. He was brought into the home-office about a year ago to fill the exploitation manager's job when Arthur Jeffrey left. He then moved into Jerry Pickman's spot as assistant pub-ad chief when Pickman resigned about a month ago to move to Paramount. Youngstein also has gone to Par.

OTTAWA

Preem of Odeon's newest Canadian showcaser, Ottawa Odeon, May 20, featured plenty of brass, the British actress, Sarah Churchill and "Red Shoes." The Canadian Foundation was the benefit organization at the opening.

The 1,600-seater was opened by L. W. Brockington, Odeon director Industry was represented by C. J. Appel, Larry Grabum, Paul Duval, George Peters, A. J. Laurie and Gordon Beavis.

Teeoff of Odeon's new theatre here May 12 cued switch of Gordon Beavis, manager of the Centre, to this 2,100-seater Odeon. Beavis will be replaced by Frank Gallop.

KANCAC CITY

PHILADELPHIA

Norman Cohen, former manager of William Goldman News theatre founding Colombar Co

PHILADELPHIA

for return of house. As yet, RKO has not replied.

Columbia district managers and homeoffice sales execs winding up three-day sales conference at Drake hotel today (Wed.) at which Abe Montague presided.

DALLAS

John E. Fuller joined United United Service Corp. here as v.p. and general manager according to John C. Greer, head of organization which handles booking for some 33 houses.

Lynn Krueger, manager of Majestic, ace Interstate house in San Antonio. named commander of Adkins Lenoi Post of American Legion. This post, composed of local theatre and radio men, was named for a Interstate staff member who died in the last war.

Arthur Heiling named manager of new Port Lavaca at Port Lavaca, Long Theatres house.

O. M. Crosby, Jr., is new owner of the Melba, Melvin. He formerly operated the Majestic at Amherst, which was destroyed by fire.

PITTSBURGH

Lillian Davis resigned from billing department of WB exchange. Lorraine Garrity, who had been on road with nightelub dancing group, returns to take her place. Carlos Moore, who got his start here as a film salesman, and his wife are en route to Bombay where he will be UA's rep for India; held same post from 1937 to 1942.

Industry was represented by C. J. Appel, Larry Graburn, Paul Duval, George Peters, A. J. Lauria and Gordon Beavis.
Teeoff of Odeon's new theatre here May 12 cued switch of Gordon Beavis, amanager of the Centre, to this 2.100-seater Odeon. Beavis will be replaced by Frank Gallop.

KANSAS CITY

Directors of Allied Independent Theatre Owners of Kansas and Missouri have set plans for annual convention June 7-8 at the Muehel-bach Hotel. Several industry leaders will attend the meet and about 150 exhibs are expected to attend. Kansas Missouri Theatre Assn. moving its offices to 114 West 18th street.

Durwood circuit's third drive-instarted at Leavenworth, Kans.

"Red Shoes" gets Its second Balaban & Katz houses, as well as layed to the territory when it opens at the Glen, Topeka, Kans.

M. Ellis chain.

Altitiated Theatres, Inc., changed name officially to Milgram Theatre hipping department, became again when his daughter, June 7 June 20th-Fox sales force.

Herman Hirschorn, New Jersey takes for Eagle Lion, moved to 20th-Fox sales force.

Herman Hirschorn, New Jersey takes for Eagle Lion, moved to 20th-Fox sales force.

CHICAGO

Jack Barnett joined All-American Newsreel in charge of spectal with a surface and some associates are building a new disciplination of the control of the force of the control of the proposed in the proposed of the Centre, to this daughter, June 7 June 7

Inside Stuff—Pictures

One World Award, which went to producer-director John Huston a couple weeks ago, continues to cause repercussions. This week, Prof. James H. Sheldon, rhairman of the One World Committee's subcommittee on nominations, issued a statement that references in the press to resignations from the organization had nothing to do with Huston. Only resignation in connection with the prizes was from a man who protested selection for an award of Count Carlo Sforza of Italy, Sheldon said. said.

said.

"As to columnists who complained of 'promotional characteristics' of the awards," Sheldon said, "the Committee believes that the cause of world peace badly needs some good promotion right now and the medium of the motion picture is perhaps one of the best ways of bringing this about.

"Contrary to rumors started by Mr. Huston's newspaper critics, the presentation of the awards went forward with everyone of any importance present, with the Assistant Secretary General of the United Nations in the chair and with a high official of the State Department at the head table."

John Mason Brown, writing the first U. S. review of J. Arthur Rank's "Oliver Twist" in the current Saturday Review of Literature, after a private showing, is wondering what all the shouting is about. He "cannot understand how any gentile American who is not a moron or any Jewish American who is not suffering from hallucinations or a persecution mania could discover a provocation for anti-Seinitism in either Fagin as a character or 'Oliver Twist' as a picture."

Brown observes the real villain of the piece is not Fagin or "the villainous gentiles who are his confederates," but "the fith and stums of early 19th Century London," which the film graphically realizes, Fagin, Brown says, "is only one rogue in a crowded rogues' gallery" made up English men and women. Yet, Brown notes, "contemporary Britishers, instead of being outraged by the film, Instead of resorting to censorship and claiming that they must be shown as heroes or not at all, have said nothing." Brown admits, however, that British attempts to show the film in Germany and Austria were unwise.

Hollywood talent agency, which has a habit of neglecting clients unless their salaries are in the four-figure bracket, has a thesp who had been getting little or no attention. Recently he wangled a role on his own and called up the agency, only to be told that his particular agent was out, as usual, "That's too bad," said the client, "I have a part on one of the major lots and would like to trave him go out and pick up the contract," "Wait a minute," screamed the switchboard girl, "He up the contract." "Wait a minute," screamed the switchboard girl. "He just came in." It is not the first time this has happened at that agency.

Oaters' N. C. Hq.

Charlotte, N. C., May 24.

Charlotte, N. C., May 24.
Temporary home office here has been established here by Western Adventure Productions, producers of the current Lash LaRue-Fizzy St. John horse opera series. Formerly located on the Coast, company is eyeing New York for permanent residence. Scott Lett has been appointed organization's general sales manager.
Company plans, productions of

Theatre Biz Up As Atlanta Bus Strike Off

Atlanta, May 24.

Worried looks of city's down-town theatre managers have dis-appeared with reappearance of Georgia Power Co.'s bases and trackless trolleys, absent from city's streets for 19 days, due to strike of drivers.

been appointed organization's general sales manager.

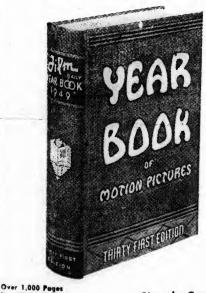
Company plans production of tigher-budgeted westerns will his training paralyzation, but downtown torical overtones.

Strike was settled Friday (20) for at least 60 days. Nabe honses didn't fare so badly as result of tigher-budgeted westerns will his training paralyzation, but downtown theatre crowds thinned badly.

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Sponsors Want Extra Service Now; **ABC Promotion Policy Pays Off**

Today, when radio is finding it tough to hold on to its slice of the advertising pie, bankrollers are demanding plus services and all-out station promotion, according to Ivor Kenway. ABC's ad-promotion-research vecpee. Kenway says that is why the web's four-year-old policy of making its affiliates promotion-conscious is paying off.

"We've sold our stations on the well-founded theory that they make profits by selling spots around high-rated shows and that it's therefore to their advantage to promote network stanzas heavily." Kenway says. "Agencies like Kenyon & Eckhardt have complained that other networks' outlets don't promote network stanzas heavily." Kenway says. "Agencies like Kenyon & Eckhardt have complained that other networks' outlets don't promote heir shows, but ABC has never had one gripe. The reason is its affiliates know the importance of building ratings with local spots, newspaper linage, carcards and publicity stunts."

To hypo program promotion by stations. ABC has been conducting annual competitions for the best plugging Jobs, Advertisers, agency account execs and time buyers are asked to list the three ABC stations that have done the best promotional jobs in each of four categories (based on city size). The 12 top ontlets get certificates, which they find very effective in soliciting new business.

To keep further tabs on local promotion Kenway and Ted Ober-

they find very effective in solicit-ing new business.

To keep further tabs on local promotion. Kenway and Ted Ober-felder, the net's ad-prometion di-rector, travel about 35,000 miles a-year visiting affiliates. Stations also send in monthly evaluation re-ports, giving details on their plug-ging activities.

ports, giving details on their plugging activities.

Oberfelder explains that ABC has a priority system, with fixed percentages of its advertising dollar being allocated on this plan; block programming, 40%; new programs, 15%; time changes, 7%; stenzas threatened by new shows on competing webs, 8%; and continuing promotion of commercials and sustainers, 30%.

Coke Autumn Plans Shape Up

Coca-Cola's radio-TV plans for the fall are taking final form, with the major, accent on the AM medium. Coke company will assume sponsorship of Edgar Bergen in the CBS Sunday night at 8 segment, starting early in the fall, and the bankroller's remaining network programming will be limited to the Morton Downey three-timessa-week NBC showcase, with Downey also doubling into television.

The Spike Jones Show folds at The Spike Jones Show folds at the end of the current season and the Coke outfit already dropped its Percy Faith-Jane Froman CBS musical. Coin outlay for the Bergen pickup, however, will, probably mean equalizing this season's budget.

Downey goes off for the summer June 4 at the end of the 39-weck cycle, with Coca-Cola dropping the Thesday-Thursday-Saturday 15-minute periods. When Downey returns in the tall and also

ping the Tuesday-Thursday-Satur-day 15-minute periods. When Downey returns in the tall and also goes TV for the client, it will be on an "exclusive" basis, necessitating a bowout from his Mohawk-spon-sored TV program. Mohawk deal was with consent of Coca-Cola, permitting for a "dry run" in prep-aration for the fall Coke show.

'Sing It Again' Is CBS 'Mystery Melody'—No Takers for Top Airer

Takers for Top Airer

CBS is wondering, quite openly, what one has to do these days to sell a show. Specifically, the wonder is about "Sing It Again."

The CBS-packaged giveaway, on the air a year, has been the top sustainer on the webs for weeks. It is currently in the No. 39 Hooper spot among all shows, with a high of 11.1 topping in audience pull such high-budgeted stanzas as Phil Harris-Alice Faye, Fred Allen, Eddie Cantor, Gildersleeve, Ozzie & Harriet, Al Jolson, "Aldrich Family," "Your FBI," etc.

CBS has been dangling it to clients at \$3,700 per 15-minute segment. But nobody wants it.

Big Boston Click With 'Radio Blue Skies' Act

'Radio Blue Skies' Act

Boston, May 24.

Craig Lawrence, executive v.p. of WCOP, and Harold Fellows, general manager of WEEI, as chief speakers at the fourth anni meeting of the 1st District Assn. of Women Broadcasters, painted an optimistic picture of the AM operation in a city that has, in the last 11 months, acquired two TV outlets and nearly 82,000 video sets.

Lawrence urged the women broadcasters to meet today's conditions through program showmanship and by aggressive selling. He said that despile the competition from TV in Boston the March-April Pulse figures were very encouraging in that the average number of radio sets showed an increase of about 12% over last year.

Fellows, 1st district chairman of the NAB, decrying the "gloom and doom theory" that AM is on the way out, stated that business is better in some Hub stations than it was at this time last year.

Other events on the program of the meeting, the first to be held under the new AWB-NAB setup, were a talk by a representative of a-big Portland 'Me.' department store, who said she was perfectly satisfied with the job radio was doing for her store.

WGN, Chi, Lops Off 10% of Staff

Chicago, May 24.

Radio dismissals among Chi stations increased in tempo last week with WGN staffers reporting a 10% cut of the station's approximate 350 full and partitime employees. Firings were hush-hushed by WGN execs, but best inside estimates figured all AM departments except engineers were feeling the slash. Dismissal dates in most cases were three- and four-week deals, with healthy severance pay for owner Col. Robert McCormick's employees with longer periods of service.

employees will longer periods asservice.

Chi NBC scalps, meanwhile, pushed to-the 38 mark, despite veepee I. E. Showerman's claim of "routine changes." Latest six to get the axe were in the press department, with chief flack Jack Ryan down from a nine-man staff to three.

Ryan down from a nine-man staff to three.

Effort is being made by the cen-tral division to find spots in other departments for some oldtime staffers, but in most cases where shifts are made, someone else gets his notice.

Lux Radio Theatre 22.3

Walter Winchell 219

My Friend Irma 18.2

Talent Scouts 17.9

People Are Funny 14.4

Louella Parsons 14.0 Dennis Day 13.5 Bob Hope 13.5 Suspense 12.9 Crime Photographer ... 12.5 Hit Parade 12.5 Bob Hawk 12.1 Stop the Music 11.7

Jack Benny

...... 19 1



MAUREY MILLER

KLZ Announcer

A background of four years A background of four years pro-ducing and amouncing in mid-west radio circles by Maurey Miller is jost one more reason why KLZ's amouncing staff rates tops with Rocky Mountain listeners.

Pabst Brews 'Riley' Radio-Tele Deal In **Cantor Show Fold**

Pabst is not renewing Eddie Cantor for next season and has bought "Life of Riley" for both radio and television. Negotiations with Cantor were terminated when the comic declined to do one TV show a week in addition to his radio program. He declared that his musical format for telewouldn't be ready for another year. In buying "Riley," recently dropped by Procter & Gamble, for both TV and radio, Pabst wrapped up the dual deal for a price said to be just under the \$20,000 Cantor received weekly for his radio package. "Riley" was budgeted to P&G at \$11,000. Previously CBS had sought to pitch up Burns & Allen (under contract to the network) for a radio-TV spread, but Pabst nixed it.

William Bendix and his support-(Continued on page 32)

(Continued on page 32)

Medicos Go FM

Plans are under way for the Academy of Medicine to use WNYC-FM. N. Y. municipal station, for special programs beamed to the 30,000 dectors in the Metropolitan area who are academy members. According to the planners, it is difficult for medicos to keep up with advances in science and it is expected that this new channel will enable them to learn about developments through lectures, talks and newscasts.

Physicians as a group have a larger ownership of FM sets than the general population, it's pointed out. A survey is now being conducted to determine the most convenient broadcast times.

Hooper Top 15 and the Opposition

ing	Sponsored Network Competition		Com- petitie
	Fishing and Hunting		
	Club Telephone Hour Dr. I. Q	1.5 6.2 7.0	10.3
	Electric Theatre		17.6
	No sponsored compe-		
	tition)		9.6
	Contented Program	0.9 1.1 5.9	9.0
	Henry J. Taylor Sherlock Holmes Johns-Manville News Voice of Firestone	1.6 5.0 1.6 6.8	13.4
	Erwin D. Canhaiu, News	1.1	10.8
	(No sponsored compe- tition)		10.2
	Electric Theatre		
	National Barn Dance		17.6
			16 0
	Town Meeting We, the People	3 7 7 2	14.1
	Al Jolson	7.7	13.5
	Jo Stafford Sealtest Variety Show	2.1 6.1	10.7
	Gangbusters	9.7	14.5
	No sponsored compe- tition		12.0
	Sam Spade	10.4	
	Lam & Abner	8.5	

Miller Terms NAB All-Inclusive As He Primes for TBA Slugfest Over TV

1,000 U.S. Farmers, Wives To Tour Europe on Trips Set by Five Stations

Omaha, May 24.
In one of radio's most important, if not biggest, educational coups, about 1,000 U. S. farmers and their wives will embark on European

if not biggest, educational coups, about 1,000 U. S. farmers and their vives will embark on European tours this summer and fall to acquaint themselves with rural problems in foreign lands. Tours, which are being mapped by five midwestern stations and a national farm publication, stem from the successful trip of 26 farmers through nine European countries, organized by WOW, Omaha, last fall.

This year WCCO and WDGY in the Twin Cities are making plans to lead tours. WCCO has been dickering with Air France for a trip, to Scandinavia, while WDGY has a deal on with the Swedish Air Lines. WIBW. Topeka, is working with Lawrence Youngman, who handled the WOW tour, for a proposed European or South American trip. Also getting in the junket business are WKOW, Madison, and WRFD, Worthington. One of the largest conducted tours was recently announced by the Farm Journal of Philadelphia, which has a tieup with the French Line for its "Friendship Toyr of Europe."

WOW, meanwhile, is planning another foreign tour for this year.

355 Sponsors Ride **On Transit Radio**

Chicago May 24

Chicago. May 24.
Transit Radio is stepping up operations to bring sponsored music to U. S. bus riders. Latest count of sponsors has reached 355, with 145 new accounts added since Feb, 1. Frank Pellegrin, veepee in charge of sales for TR, estimates that five more cities in the east and inidwest will be added soon to the 10 already operating commercially.

and inidwest will be added soon to
the 10 already operating commercially.

New areas to be added are
Worcester, Mass., Evansville, Ind.;
Kansas City, Mo.; Baltimore and
Allentown-Bethlehem, Pa.

Pellegrin's optimism was borne
out in part by survey figures released by the U. of Kansas Radio
Audience Survey, which showed
that Topeka, Kans., bus riders

"liked" bus radio three to one.
Survey conducted by Dr. F. L.
Whan, chairman of the university
committee on radio, questioned 283
adults, and came up with the following criticisms: "Programs too
loud." 42.5%; "Not loud enough."
15.2%; "Less music wanted."
15.2%; "Less music wanted."
15.2%; "Less music wanted."
2.2%; "More news wanted." 7.6%;
"Less news wanted." 3.0%; "Take
radio out of buses," 7.6%; "Put it
on more buses," 7.6%;

COLGATE MAY YANK DAY OFF BENNY SHOW

Hollywood, May 24.

Hollywood, May 24.

Colgate, Dennis Day's sponsor, may pull the singer off the Jack Benny program unless CBS gives a credit line for Day's NBC show. Colgate, with right of refusal on outside shows, is delaying okay for Day to continue with Benny.

General belief is Benny may have weight enough with William S. Paley. CBS prexy, for credit to ride, but network relations have been strained since the star raids.

ABC's 800G Religioso

ABC s out Keligioso

ABC last week signed two 52week contracts with religious organizations for sponsored Sunday
morning airers. "The Old Fashioned Revival Hour," to be heard
from 8-9 a.m., starting June 19, will
be backed by the Gospel Broadcasting Assn. The contract, involving more than \$500,000 in time
billing, was signed through R. II.
Alber agency.
"The Voice of Prophecy." which
will also join the net June 19, will
be heard from 9:30-10 a.m. Time
costs will be around \$300,000.

Justin Miller, National Assn. of Broadcasters prexy, indirectly defended the NAB's new emphasis on television and challenged the Television Broadcasters Assn. s leadership in the video field at the Radio Executives Club of N. Y. Unrch Thursday (19).

Miller's emphasis that the NAB includes FM. TV and facsimile broadcasters as well as AM was interpreted by some REC members as an answer to recent criticism that the industry organization is neglecting its primary responsibility to AM by bringing in FM and TV representatives. It was pointed out that Edward C. Obrist, general manager of WPEN. Philly, who pulled out of NAB this month, had scored the NAB for including services competing with AM. Apparently answering the charge, Miller said that NAB bylaws cover the entire field of broadcasting and that by definition, broadcasting and that by definition, broadcasting and that by definition, broadcasting includes all the radio mass-communications media.

Outtining his own function as president, Miller said 'the main job is to reconcile the interests of all competitive groups, to serve as umpire. I don't need any sympathy, because getting bottles thrown at me is part of the job. Miller cofirmed the appointment of Jess Willard, NAB exec v.p., to head up the group's TV department. Willard, pointing out the reasons for NAB interest in tele, said that 15 of the 25 board members are TV operators, grantees or applicants, He said that 15 of the 25 board members are TV operators, grantees on applicants and that more than half of NAB's dues comes from TV operators, grantees or applicants and that the NAB engineering handbook covers TV maintenance and construction, the NAB led the fight for TV sound relays, its labor committee had published the only complete tele employment survey and that studies of TV revenue sources and standards for kine recordings were being prepped.

(Continued on page 32)

Demos vs. CBS On Dewey Talk

Washington, May 24.
Formal complaint charging CBS with refusing the Democratic State Committee of New York equal time to reply to an address made by Gov. Dewey May 2 on the state network was filed last week with the FCC. The agency said it has written the web for comment.

Paul Fitzpatrick, chairman of the committee, told the Commission he considered Dewey's speech political in nature, containing at least seven statements of a controversial nature and one as detrimental to the interests of the party. He claimed a precedent was established when NBC gave the Democrats equal time in 1947 to answer an address by Dewey.

In refusing similar time and facilities, CBS advised Fitzpatrick that Gov. Dewey 'spoke in his capacity as chief executive of New York State in a report to the people of the state and not & a candidate for office." It therefore did not feel that 'in this instance a reply is indicated."

WMCA MULLS FDR, JR., FOR REGULAR STANZA

FOR REGULAR STANZA

Franklin D. Roosevelt, Jr. newlyelected Representative from Manhattan's 20th Congressional district, is reported being considered
by WMCA, Nathan Straussowned
New York indie, for a regular commentary stanza. His mollicr and
sister, Eleanor and Anna Roosevelt,
are heard cross-the-board on ABC.
The week preceding the by-election last Tuesday (17), the son of
the late President used the indie
for six paid political broadcasts,
Roosevell, now on a European and
Near East junket, will be interviewed by Arthur Holzman.
WMCA's Tel Aviv correspondent,
on the station's "Report from
lsrael" strip.

RADIO TOSSED 'SOFT' BIZ CURVE

Availabilities—1949-'50

Wave of cancellations in recent weeks has thrown a flock of bigtime air personalities into the open agency market. Added to those who have been sponsorless during the past season, the "avail-abilities" picture shapes up something like this:

golilities. Picture stupes in sometime the times:

Fred Allen: Dropped by Ford Deaiers at the end of the current cycle, Allen has been signed to an NBC "exclusive." Allen's return next season is still in doubt, however, with the network biding its time on wrapping up a bankroller.

Burns & Allen: Similar to Allen, B & A were cancelled by their NBC sponsors. General Foods, with CBS' William A. Paley inking them to a longterm pact, reportedly at a \$17,500 weekly guarantee. However, the web has been unsuccessful thus far in grabbing a recognic for next season.

them to a longterm pact, reportedly at a \$17,500 weekly guarantee. However, the web has been unsuccessful thus far in grabbing a sponsor for next season.

Fannie Brice: Missing from radio's ranks since her cancellation by General Foods more than a year ago. Stalemate in negotiations has been the star's holdout for the same coin she has been commanding in past years.

Eddie Cantor: Unable to come to terms with Pabst on a radio-row did now available for new sponsorship. Pabst, in turn, has bought "Life of Riley" for an AM-TV spread at \$20,000 a week, same figure it was paying for Cantor's radio package.

Joan Davis: The ex-Sealtest comedienne and top performer on the Lever Bros. \$17,500 a week Monday night CBS package, tries again this summer after a sponsorless season, but in a Columbia sustaining slot.

Ed Gardner: Cancellation of the \$13,500 "Duffy's Tavern" by Bristol-Myers followed in the wake of Gardner's parleying for additional coin. He has had talks with NBC and CBS, on deals at Amos 'n' Andy, Burns & Allen. Edgar Bergen, but thus far no takers. Gardner came east this week to resume negotiations for a sponsor deal.

sponsor deal.

Dick Haymes: Singer has been missing from the network kilocycles since Auto-Lite cancelled him last year in exchange for

"Suspense."

Al Jolson: The \$16,000-a-week "Music Hail" show goes off at the end of the current cycle. Singer, it's figured, would be agreeable to new sponsorship auspices next season in view of his upcoming sequel to the "Jolson Story" pic.

"One Man's Family": Carleton Morse's Sunday NBC show was practically a radio institution, but Standard Brands decided this season to let it go. NBC is continuing with it on a sustaining basis in hopes of attracting fresh client coin.

Ozzie & Harriet: International Silver's biz "bottleneck" has resulted in cancellation of the duo, despite recognition as one of radio's top situation comedies.

Frank Sinatra: Available for nighttime sponsorship following decision of American Tobacco to drop him from "Ilit Parade."

"Strike It Rich": Giveaway has been playing the CBS "sustaining circuit" since Luden's dropped it from its commercial schedule.

Phil Spitalny: Unsponsored since the Electric Companies can-

schedule.

Phil Spitainy: Unsponsored since the Electric Companies cancelled out last season in favor of the Helen Hayes dramatic stanza.

Meredith Wilson: Both his ABC show and his talking-people commercial jingles, sold as a "package" for all General Foods programming, were cancelled by GF.

It's No Gag, Scripters Told, You'll Have To Get Along With That '48 Cadillac

Hollywood, May 24.

They knew what they wanted to know and found out—the hard way. Hard on them, that is.

Fidgeting and stewing in their juices over the impending doom that's slowly settling over their ivory towers and tile swimming pools, the high and mighty of the Radio Writers Guild (a thousand or better a week) wanted to find out first hand what they've been hearing second and third. So they called a meeting and beckoned to knowing ones to let them in on their dire thoughts. Is the pin being pulled on radio and is it safe to buy a new Cadillac' seemed to interest them the most and with they were told won't make them sleep any better or put an edge on their appetites.

Purveyors of the bad news were Waiter Bunker and Cornwell Jack—(Continued on page 32)

6G Soap Box Derby Ride

Chevrolet Soap Box Derby from Akron will again get a network spread via CBS, the automotive concern buying the Sunday afternoon 4:30-4:45 period Aug. 14 for a full web pickup of the finals.

Chevry is allumking down \$6,000

Chevvy is plunking down \$6.000 for the network time.

Sisson Quits P&R For Key Ayer Job;

edge on their appetites.
Purveyors of the bad news were Waiter Bunker and Cornwell Jack(Continued on page 32)

Leonard Reinsch

As WCAU Prexy

Philadelphia, May 24.

Leonard Reinsch, President Trunan's ex-radio adviser and general manager of the Cox stations, is rumored as having the in-track for the presidency of WCAU, Inc. Dr. Leon Levy, WCAU president, announced his resignation several months ago, Levy's resignation only goes into effect, however, when a successor is picked to take over the job.

Reinsch would neither confirm nor deny the report, although it is known that the has held conferences with both Levy and Richard W. Shoeum, general manager of the Cox of regeling the new or program abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's an abundance of wide-open time spaces conforonting the network and general trade imprexy. There's and succession is survive as a serious contender in the serious cont

GIVES CBS BREAK

There's a lot of apprehension among the four networks over what they call the "soft" business curves, particularly as they relate to the heavy goods industries. No one knows for certain just how curves, particularly as they retate to the heavy goods industries. No one knows for certain just how serious a dent they are going to make in radio billings. But the alarm is sharp in at least three of the four webs that will go to the post for the '49-50 broadcasting season with more time on their hands than they care to admit.

The uncertainties attending au-

hands than they care to admit. The uncertainties attending automotives; the unprecedented competitive situation confronting the refrigeration industry; the fluctuating indexes that bespeak toughtimes ahead for radio set manufacturers—these are only some of the signposts indicating that the sales boys at the networks have problems on their hands.

Fortunately, the two major

lems on their hands.

Fortunately, the two major mainstays in gross time sales—soaps and foods—show no signs of abatement, indicating that Lever Bros., Procter & Gamble, General Foods, et al., will be back in the fall as strong as ever. But some of the heavy-budgeted drug billings are at stake. And RCA's sudden decision to drop its NBC radio show in favor of concentrating on video markets, following on the heels of Phileo's similar strategy to vamp the ABC radio roster in favor of retaining its television program, accent anew the course of the prevailing trade winds.

CBS in Stronger Position

CBS in Stronger Position

CBS in Stronger Position
Of the four networks, CBS appears to be in the strongest gosition. With Jack Benny, Amos "it' Andy, Edgar Bergen, Burns & Allen, Bing Crosby, Red Skelton and Groucho Marx already tied up for the fall getaway in Columbia's strongest talent roster to date. CBS execs take the optimistic viewpoint: "Everything else will fall into place." There's an hour (3:304:30) of cross-she-board afternoon time open, but on this score, too, Columbia is full of confidence, with Kraft and Colgate likely bankroller candidates.

The "soft" business turn will

likely bankroller candidales.

The "soft" business turn will probably have a more serious effect on NBC, ABC and Mutual. With talent losses and time cancellations only partially offset by its acquisition of the U. S. Sleel hour-long "Theatre Guild of the Air." NBC recognizes that it has a formidable selling job on its bands.

hands.

Same applies to ABC, with the collapse of its 9:30-10:30 Wednesday night parlay of Philco (Biscrosby) and American-Eigin (Groucho Marx) and the Texaco Milton Berle radio program still up in the air. In addition, the loss of the Sinday night U. S. Steel biz to NBC adds up to no green blow.

Steel DIZ to come mean blow.

Mutual, of course, is in its initial reorganizational throes, with the ascendancy of Frank White as prexy. There's an abundance of time spaces confronting prexy. There's an abundance of wide-open time spaces confronting

'49-50 OUTLOOK Y&R Coast Operations, Once Top Dog' In Radio, May Do a Hope Solo

It Says Here

Chicago, May 24.

RMA conventioneers were joited out of luncheon drowsiness last week (18) by a flat statement by Sen, Homer Capchart (Rep., Ind.). In the midst of his "I view with alarm" speech versus Government controls. Capehart said:
"Petrillo runs the broadcasters and its 8 to 10 labor leaders run your own business."

Ford Drops 15G **CBS Radio Airer**: **Accent on Video**

Ford Motors, one of the few au-

Ford Motors, one of the few automotive companies to spend heavily for radio, has decided to abandon all AM advertising in favor of concentrating exclusively on television. Hour-long "Ford Theatre," now aired Friday nights via CBS on a \$15,000 weekly budget, will be canceled following the July I broadcast. All the money thus saved will be channeled into building the "Ford Television Theatre," stated to return to CBS-TV in October following the current season's windup next month.

Tele program, also an hour-long legit series, has been aired once a month during the last year, with each show budgeted at about \$17,500 for talent and production, exclusive of time charges. Kenyon & Eckhardi, agency handling the account, plans to resume in the fall on a bi-weekly basis, upping the schedule to one every week starting in January. Billings for the season on that basis would approximate \$525,000, with the addition of time costs bringing the budget up to about \$1,000,000.

While most of the major camanufacturers have spent money on radio in the past, Ford was the only one remaining on the air throughout the war when no automobiles were being built for the public. Ford dealers, whose advertising is handled by J. Waiter Thompson, will follow the same TV course henceforth, following the bowoff of Fred Allen at the close of the current season. Dealers now bankroll "Titrough the cost of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current season. Dealers now bankroll "Titrough the close of the current se

CBS-IV, puts some ups in Detroit.

Other car companies have already swung over to tele, including Chevrolet and the Chevvy dealers, probably the biggest TV spenders in that industr. Lincoln-Mercury dealers now bankroll Ed Sullivan's "Toast of the Town" vaudeo show and Buick comes in June 28 as sponsors of the new Olsen & Johnson program.

Bristol-Myers Strategy On 'Bank' Vice Gardner May Hit ABC, D-C-S

ABC and Doherty, Clifford & Shenfield agency may wind up in the casualty columns on the basis of the present thinking among Bristol-Myers execs in connection with their radio programming.

With Ed Gardner's "Duffy's Tavern" checking off the B-M sponsorbhy early the client Japa to

Tavern" checking off the B-M sponsorship rolls, the client plans to shiff its "Break the Bank" program from Friday nights on ABC over to the "Duffy" Wednesday night time on NBC. That would permit for a continuance of the 60-minute contiguous rate in view of the back-to-back "District Attorney" slotting.
"Break the Bank" is now operating out of the Doberty-Clifford-Shenfield shop, but in the event of the switchover it would move into Young & Rubicam, which has had the Gardner account.

Analogous to the situation pre-vailing at J. Walter Thompson, which goes to bat next season with only one major nighttime show—
"Lux Radio Theatre"—is the status
of Young & Rubicam.

of Young & Rubicam.

The agency's Hollywood operations, only a couple years back "top dog" in coast-to-coast commercial originations, will probably tee off the '49-50 season with but one top-budgeted network airer emanating from the Coast (Bob Hope), with two at the most, depending on whether General Foods renews "My Favorite Husband," or not.

"My Favorite Husband," or not. In a sense, the fadeout of Y&R Coast operations is even more spectacular than the decline of bligtime JWT network shows. Only three years ago Y&R had practically reduced its New York offices to business-administrative functions, with the agency's No. 1 radio man (Tom Lewis) and the chief production braintrusters operating out of Hollywood. But that was the period when Y&R Coast-originations boasted a talent lineup including Eddie Cantor, Dinah Shore, Ed Gardner, Burns & Allen, Joan Davis, Alan Young, Fannie Brice, Ozzie & Harriet, among others. riet, among others.

The Gardner-Bristoi-Myers blow-up, the Jack Carson, Ozzie & Har-riet, Meredith Willson and Burns & Allen cancellations (all Coast originations) leave Y&R holeing the Hollywood (ort with Hope Lever Bros.) and the still-to-be-signed "Favorite Husband" (Gen-eral Foods)

On the other hand, the N. Y. On the other hand, the N. Y. office radio upbeat is currently reected in such Y&R Gotham-originations as "Aldrich Family," "We
the People" (AM and TV), "The
Goldbergs" (AM and TV starting
in the fall), Arthur Godfrey's "Taient Scouts" (AM and TV) and the
daytime "Second Mrs. Burton."

Saturday NBC **Rating Surprise**

The programming turmoil at NBC has resulted in a peculiar situation that has sponsors doing a fast double-take. With the exception of Tuesday night and its Bob Hope-Fibber & Molly parlay, Saturday is the strongest rating night of the week on the NBC commercial schedule.

schedule.

A couple years back any such observation would have occasioned an "Are-you kiddin"?" crack from bankrollers, and even today its figured that Saturday is the toughest of all nights to attract dialers.

But the "Truth or Consequen-ces," "Hit Parade," Judy Canova and Dennis Day (latter No. 9 in the Hooper Parade) two-hour se-quencing has taken over where once Sunday night fought it out with Tuesday for top NBC honors.

with Tuesday for top NBC honors. Thursday was once "hot stuff" on NBC, but Columbia has wrested the larger audience segments. Sunday is now an "aiso ran" night, with "Take It Or Leave It's" 11.1 copping top Sabbath honors. The new Dean Martin-Jerry Lewis sustainer, incidentally, has a 2.8 for the first 15 minutes and dived to 1.6 for the second quarter.

FRIGIDAIRE CHILLS ON 10G LUM & ABNER

Hollywood, May 24.

Hollywood. May 24.

Frigidaire gave four weeks' notice to Lum & Abner yesterday (23) after deciding to quit radio. Show will close out 25 weeks under the General Motor subsidiary June 26. It had been costing \$10,000 weekly.

Rural comics recently signed a seven-year package deal with CBS which guarantees to carry them the commercial of the commercial structure of the commercial structure will offer the show for both radio and television.

THE PEOPLE'S CHOICE
With Ralph Bellamy, Eddie Andrews, Geoffrey Bryant, Betty
Caine, Eric Dressler, Carl Frank,
Bill Griffis, Rod Hendrickson,
Neil O'Malley, Tom Pedd, Bryna
Rayburn, Everett Sloane, Charles
Webster, Agnes Young.
Producer: Sam Abelow
Director: John Dietz
Writer: Peter Lyon
60 Mins., Sun. (22), 10 p.m.
Sustaining
CBS, from N. Y.
The CBS Documentary Unit's

The CBS Documentary Unit's one-hour dramatic portrait Sunday (22) of a freshman member of the U. S. Congress, "The People's U. S. Congress, "The People's Choice," was good entertainment and an important document, and hence grade-A radio. Program was mo ot h and fast-moving, and though never sensationalized for effect or hypoed for punch, was never dull. It was important because discussion of a Congressman's problems are vital in this troubled world, because it revealed the complexities of a Congressman's career, and because it was matter-of-fact and honest even a little pedestrian sometimes) rather than slick. and an important document, and

matter-oi-tact and nonest leven a little pedestrian sometimes) rather than slick. Program de pict e d'somewhat sketchily, perforce! a factual portrayal of how a Congressman is picked and elected, the difficulties he runs into, the maze of compromise and contradictions that grow up around what he takes to be his purpose or mandate in coming to Washington. It was a sympathetic but honest study. Congressmen were shown to be human—weak, strong, honest, scheming, opinionated, likeable. There was a frank statement of immediate, controversial problems—FEPC, ho us in g. Taft-Hartley, oleomargarine, government spending sprees, even the difficulty in getting Army-Navy football tickets.

There were facts about lobby-ists; attempts to get decent committee assignments; pressure to get support for or against this or that bill; vote trading in a grown-up worlds of practical politics; favors wanted for getting a newcomer an apartment; the HCL as it affects a Congressman, and the problem of putting some money by for one's old age.

Congressman, and the problem of putting some money by for one's old age.

The documentary was somewhat romantic and even a little naive at times, but on the whole it was an honest, realistic portrayal of the thoughts and actions of an average, tyro Congressman who wants to do his best. And in his tribulations, several conclusions stood out. A man has to be flexible; you can't get good legislation through without some give and take, without playing ball. But, paramount, there shone through the message that pollities isn't black and white, that it is one of the biggest forces in our lives, governing our present and future, that if only 50% of the electorate troubles to vote, then you get only a 50% representation and legislation in Congress. Our attitude of sneering at politicians, the comic strip approach, must change; politics is vital to our well-being.

Scripting and direction gave this

change; politics is vital to only being.

Scripting and direction gave this message point and punch. So did the performances. Ralph Bellamy, who has a rough, uncut sincerity about him, was most convincing as the freshman legislator, and supporting roles were as real. Bron.

BACKSTAGE REVUE
With the Skylarks, Charlie Agnew
Orch, George Ramsby, Don Orlando; Earl Nightingale, emcee
Producer: Al Morey
30 Mins., Mon.-thru-Fri., 11 p.m.
Sustaining
WBBM, Chicago
WRBM's attempt to wante o

WBBM's attempt to create a sparkling musical revue turned out to be a hurried series of numbers tied together with corn. Late evening listeners won't take kindly to this business.

Opening and closing theme of "Backstage" was "No Business Like Show Business" number. In between, adequate Chi talent— Skylarks, Charlie Agnew, George Ramsby and Don Orlando—per-formed standard pop numbers with zest.

railing and the property of th

SAMMY KAYE'S SHOW ROOM With Sammy Kaye's orch, Kaydets, Tony Alamo Prod.-Dir.: Phil Delker 15 Mins., Mon.-Wed.-Frl., 6:45 p.m. (EDT) ABC, from New York

Perhaps the first straight name music show to lit the air since his orchestra replaced Perry

since his orchestra replaced Perry
Como for Chesterfield last sumer, Sammy Kaye's "Show Room'
program is fine listening. It's
supplied by transcription to a total
of 360 stations, most of them on
the ABC chain. Chrysler feeds
the show to car dealers all over
the country and the latter contract
and pay for their own air time to
run the disk off.
Kaye's initial show Monday (16)
had some faults and was loosely
put together. But his Wednesday
and Friday performances had
cleared them all to the point where
the final show of the week was an
excellently integrated session of
pop and standard music. However, one drawback remains. The
quality of the recording seems
poorer than the average disked
show. This may not be noticeable
to lay listeners but to one accustomed to the vocal and musicasound of Kaye and his crew it is
immediately apparent.
Leader and his producers hav
worked out an excellent method
of plugging Chrysler products.
Kaye will announce a ballad tune
coming up, or the vocal of its lyric,
as "smooth as a Chrysler ride" or
some such phrase, which kills two
birds with one stone. It's been
used before, but not in as silky a
manner. It allows the straight
plugs to be lighter and therefore
the entire plug picture is more digestible. In short, a good musical
show.

EDDIE NEWMAN SHOW Producer-Director: Lee Stewart 175 Mins., Mon.-through-Sat. 11:05 Participating WPEN, Philadelphia

the Ween, Philadelphia
Recordings, guest celebs, audiante Recordings, guest celebs, audianter Recordings, guest celebs, and and are all part of the Eddie Newman's marathon gabbing the goes on at 11:05 p.m. and carries the ball until 2 a.m.) is a radio pattern more familiar to New York than these precincts. Newman will be recalled as the fellows, who followed Barry Gray on a similar early a. m. stint over WOR. That the locals were ready for it is evidenced by the flood of mail and the always-ringing phones. Show originally started as a midner guest of the locals were ready for it is evidenced by the flood of mail and the always-ringing phones. Show originally started as a midner guest of the locals week. Newman as the physical, vocal and mental equipment for the grind. Principal sponsors are greystone, Bob Davis clothing and the Golden Slipper Cafe, along the line. Main beneficiary, however, is the Sun Ray drug chain, which owns WPEN and gets plugged throughout. Program draws a steady studio crowd, as well as lighting up the switchboard. On weekend nights, the gendarmes have to handle the visitors. Newman's impertinent style, his filp razeroo for artists he doesn't like and his quick hangups on telephone bores undoubtedly offend some. But the general result has been to set people talking. The chatterer's quick wit extracts him from situations, and when something or someone warrants it, he applies the brush hard. Newman also has adopted the current vogue for kidding the sponsor's commercials.

Gimmicks are plentiful and everyone from barbers to hamburger stands want to get Into the act. A couple of contests are now in progress, one of which seeks the identity of a band playing "Putting on the Ritz," and another is the "free baby sitting" contest the entire broadcast will move to the winning parents' h



BILL HARRINGTON

Singing star "Your Hit Parade" for Lucky Strike eigarettes starting June 4th on NBC Coast to Coast.

Vocalian Recording Artist (Subsidiary of Decca) Exclusive Management DOUG STORER RKO Building, New York 20

NAME THE MOVIE With Clark Dennis, Peggy Mann. the Starlighters, Janice Carter, Edward Gilbert orch; Marvin

the Starlighters, Janice Carter, Edward Gilbert orch; Marvin Miller, announcer Producer-Director Charles Herbert Writer: Fred Heider 25 Mins.: Thurs. (19), 9:30 p.m. REVERE CAMERA ABC, from Hollywood (Roche, Williams & Cleary) "Name the Movie" is a misnomer. Billed as a musical quiz, the stanza is preponderantly musical variety and only incidentally a quiz. Just one query was used on the show caught (19), and that came after eight minutes of the broadcast, when Janice Carter recited some clues to a pic she had made two years before. Then the airer slipped back into the variety groove, while offstage operators called veterans hospitals to get a convalescing ex-GI to identify the film.

A few moments before the close Miss Carter was connected with the

convalescing ex-GI to identify the film.

A few moments before the close Miss Carter was connected with the winning vet and congratulated him on copping the prize for his hospital—some Revere home film equipment. Because all the quiz action takes place beyond range of the mike, there is no suspense and the stunt registers merely as a charitable gesture. Contribution of the quest celeb to the stanza's showmanship was slight.

As a straight variety offering. "Movie" was pedestrian summer replacement fare. Clark Dennis, was passable in tenoring "Cheek to Cheek" and other pop ballads. Peggy Mann was more impressive with "Some Enchanted Evening." Both teamed up in a "Remember When" segment, reprising some musical comedy tunes. Bril.

musical comedy tunes. Bril.

CLEVELAND INDIANS
With Jimmey Dudley, Jack Graney.
STANDARD BREWING CO.
WJW, from Cleveland
(Gerst)

Back again at the Cleveland Indians' mike are Jim Dudley and Jack Graney, who have been broadcasting Tribe games for the past two seasons. Reflecting the past two seasons. Reflecting the passage of time, both men, partientarly Graney, have shown marked improvement in their handling of play-by-play activity. Working together as they have, the two now complement each other: Graney, the ex-ball player, with his intimate "savvy" of the game: Dudley with his more apparent mike ease. Both, however, haven't lost completely the points that make for nough presentation. Dudley insists, upon using his hackneyed phrases—"the string is out," etc.—and Graney loses the situation when action moves fast and furious.

Games, both at home and on the road, are carried by the entire 30. station network of Ohio and Pennsylvania AM and FM outlets. Commercials are not boring nor do they come too often. Mark

Followup Comment

From the Production Centres

IN NEW YORK CITY . . .

Rene Paul, Swiss singer-thesper, broadcasting in French for Voice of America ... Barbara Wellen, secretary of CBS board chairman William America... Barbara Wellen, secretary of CBS Doard chairman William S. Paley, announcing her engagement to Dr. Jerome E. Schreiber... WOR cancelling dramatic and vocal auditions for the summer... United Nations newscasts in Spanish being carried daily by WWRI. Hugh M. Growl has joined World Broadcasting sales staff. Phyllis Branch, the Billy Kyle Trig and others in the show of "Cliff's, Melody Room" will guest on the Treasury's "Bands for Bonds" on MBS Saturday (28). Edgar Small, WMGM director, makes film debut playing a bit in RKO's "The Window". Barbara Frost, WOR flackess, to wed Dr. Leo Zachinsky May 27. Berel Firestone joins cast of "Lorenzo Jones". Muriel Starr is new to "Young Widder Brown" cast Hugh Terry, of KLZ, Denver, in from Paris and London enroute back to Denver. Was abroad as radio consultant with members of UNESCO staff. Add Unusual Spectacles: Jim Sauter relaxing at AFRA ball—no committee work.

Dan MacDonald, CBS announcer, wed Virginia McGlynn, the web's asst, employment manager, Friday (30), finishing his chores on "Hilltop House" in time to hop a cab to the church... Ted Brown, emcee on WJZ-TV's Miller High-Life stanza, to handle the "High Life Revue" preeming on ABC June 1... Frank Dodge, of Arthur Godfrey staff, to wed CBS receptionist Jacquelline Jones June 2... Oscar Brand, who has been collecting and singing folksongs for "Americana Quiz" and WNYC, is researching folk music for Norman Corwin's "Citizen of the World" documentary... Margaret Draper, lead on "The Brighter Day," and Joseph De Santis were wed Monday (23) in Salt Lake City... Michael O'Day into "Radio City Playhouse" Monday (23).

Anne Burr, of "Big Sister," to take femme lead in "Detective Story" legiter June 1... Lee Tracy to cut transcription in Community Chest series directed by Mich Grayson David S. Smith, ABC attorney, became father of a boy, David Jr., Monday (16)... Stockton Helffrich, NBC continuity acceptance chief, to address graduates of New England Radio School in Bridgeport today (Wed)... ABC announcers to fete S. Paley, announcing her engagement to Dr. Jerome E. Schreiber ... WOR cancelling dramatic and vocal auditions for the summer....

IN HOLLYWOOD . . .

John Masterson flew to New York on the trail of a sponsor for the Eleanor and Anna Roosevelt strip

Vick Knight will produce NBC's gargantuan giveaway, "Hollywood Calling," but no choice yet on the emcee although George Murphy and Walter O'Keefe are very much in the running. ... Paul Warwick was in town on another quickie confab with Eddie Cantor, but so far no radio or tele deal for next season. ... Lou Cowan hustled back to N. Y. to be on hand for the arrival of his fourth offspring, leaving Al Hollander to carry on. ... Irma Glen, who pumps out her own tunes at the console, scored and played the aimospheric music for George Elisworth Mellon's transcribed series of fantasies, "Castle Land of the Sky"... Nat Wolff and his frau, Edna Best, have won so many square dance contests that their trophy room is buiging at the seams... CBS plattered Ken Crossen's mystery-adventure stanza, "The Green Lama," with Paul Frees as the frocked sleuth... Cornwell Jackson was kudosed by Treasury biggies for his Opportunity Bond show... Frank Goss signed a two-year deal with CBS as newscaster and special eventer... Mother of Glenhall Taylor, Coast radio head for Ayer, died in San Francisco after a long illness ... Called in for one shot on "Aunt Mary," Marion Wilkins was so impressive in a small part that she now rates a featured role on the matinee serial ... Cy Howard taking treatments for "cattle fever," picked up on his recent trek through Italy ... Frank Pittman will pass six weeks in Knoxville, Tenn., after "The McGee's" sign off the season May 31. John Masterson flew to New York on the trail of a sponsor for the

IN CHICAGO . . .

WENR manager Roy McLaughlin on Florida vacation WLS staffers in round of talks, with farm director Art Page in Milwaukee, education director Josephine Wetzler in Whiting, Ind., producer Tom Bashaw before De Paul U. club, and homemaking editor Gladys Skelley

IN WASHINGTON ...

FCC Commissioner Frieda Hennock will be first femme government Al Joison did a sock job as narrator of "Operation—Dawn," documentary on rescue and replacement of Jewish war refugees, aired in the 2 p.m. slot Sunday (22) over NBC in cooperation with United Jewish Appeal's campaign to raise \$250,000,000 for its heren-lean task of succoring displaced persons. Transcribed series was also given a nice assist from Agries Moorehead, stage and screen actress.

"Dawn," scripted by Walter Bern-lean (Continued on page 32) topper to participate in annual National Celebritles Golf June 4 and 5.

OPTIONS VEX NETS, PACKAGERS

Predictions That Didn't

Those dire predictions of what television will do to other forms of show business, including radio, had their counterpart back in the early days of AM. Col. H. II. Frost, first prez of the Radio Manufacturers Assn., referred back to some of them kiddingly at the RMA convention here last week (19) but listeners recognized he was kidding on the square—that he was intimating the current lament over TV inroads may sound just as ludierous 20 years from now as the early radio predictions currently sound.

Col. Frost drew hefty chuckles with his reminiscing that people way back were saying:
"Radio broadcasting will never be profitable to the broadcaster, and manufacturers of radio sets and parts will have to contribute to a broadcast fund in proportion to their sales volume."
"Stage and film attendance will be reduced by 50% unless actors are prohibited from broadcasting."
"The phonograph and record business cannot survive. The market for records will be reduced to export sales of foreign language groups." Those dire predictions of what television will do to other forms

records and sale of lone some some groups."

"Radio will not be used successfully in police work."

"Self expression in music is doomed. Music schools and teachers will have but a few pupils once the air is filled with popular and classical music."

"Broadcasting of baseball, prizefights and other sports events will reduce the attendance below the break-even point."

"News broadcasts will reduce paid circulation and advertising revenue."

revenue.

"A presidential candidate was advised against his using radio in his campaign; the people will resent having any candidate make them feel they are not worthy of a visit to their community."

NAB Prepping for Chi Program Clinic **Next Month With Accent on 'Knowhow'**

Washington, May 24

Washington, May 24.

With accent on "knowhow," the National Assn. of Broadcasters is preparing for a big three-day Program Directors Clinic in Chicago next month to bring radio and television stations up to date on the best information available. Sessions begin June 27 and will be held in the auditorium of Northwestern U.'s Thorne Hall.

NAB prexy Justin Miller will address the Clinic on the influence of the code as an aid to programming, and Maurice B. Mitchell, director of the recently-formed Broadcast Advertising Bureau, will offer suggestions on building "programs for sales." Lew Avery, of Avery-Knodel, Inc., radio station reps, will advance ideas for stimulating national spot sales.

Top exces in the copyright field are slated to address the clinic on using the facilities and services of the societies. Talks will be given by Herman Finkelstein, resident counsel, ASCAP; Kurt Jaddasohn, general manager, SESAC; Carl Haverlin, prexy of BMI. and Robert Burton, vecpee of BMI.

Library services will be represented by Walter Davison, manager, Capital Transcriptions; C. A. Langlois, prexy, Lang-Worth Fea-(Continued on page 32)

IBEW, Yankee Settle Scrap

Boston, May 24.

The strike of 80 members of the IBEW against the Yankee Network,

The strike of 80 members of the IBEW against the Yankee Network, plus the sympathy walkout of more than 30 announcers and newsmen of the key station WNAC, was settled here this week as the strike was entering its third week.

The settlement appeared to be an all-around compromise with neither side establishing a clean-cut victory. Under the terms, however, there will be no wage reductions and no layoffs of engineers. Moreover, eertain improvements in working conditions were achieved, so the general feeling is that the strikers won their basic point, which was to prevent Yankee from firing any of the IBEW personnel during the "transitional" period from AM to TV.

Affected in Boston were 38 engineers. 14 announcers and six newsmen. Neither announcers nor newsmen had any grievance with Yankee but refused to cross the picket lines.

newsmen had any grievance. Namkee but refused to cross the picket lines.

Save for a show of temper at the outbreak of the strike, when the outbreak of the strike, when the outbreak of the strike when the outbreak of the strike when the project of the project o

On Call

On Call
Chicago, May 24.
Manufacturer of antennas staged a novel comeon to radio parts show members at the convention here last week. Petite girl with a teaser look passed out slips of paper to passing conventioneers with an invitation to "come up and see me in room —."
Those who fell for the gag walked into a sales exhibit. Publicity director Si Neiman finally stopped the stunt "on the grounds of misrepresentation."

Lee (Hat) Bros. Get OK on First Danbury AM'er

Washington, May 24

Need of Danbury, Conn., for Its first fulltime standard radio station prompted the FCC yesterday (23) to favor the application of Fair-

prompted the FCC yesterday (23) to favor the application of Fairfield Broadcasting Co., owned by the Lee (hats) brothers, over competing applicants in Boston and New Bedford, Mass., for the use of the 550kc frequency.

In a proposed decision adopted by a three to one vote, with Aeting Chairman Rosel Hyde dissenting, the majority narrowed the field to Danbury and New Bedford as preferable to Boston and finally found greater need for Danbury despite its small population of only 22,000.

The Fairfield eompany is 92°, owned by James B. and Frank II. Lee, Jr., who together possess 46°, of the preferred stock of the family enterprise. Frank II. Lee Co., manufacturer of the Lee hat, which has 1,200 employees at Danbury.

Proposed manager of the station is Charles A. Kibling of Rye, N. Y., formerly sports newscaster for the N. Y. Journal American and writer and producer of radio shows.

TO GET OFF HOOK

Agencies taking options on shows they have only slight interest in are plaguing networks and pack are plaguing networks and pack-age producers, with the proposal being made in some quarters that fees be placed on options to stop the abuse.

According to some web toppers,

According to some web toppers, several agencies try to show clients they're on the ball by optioning stanzas which there is only small chance of their sponsoring. Meanwhite, network sales staff drop work on the airer, losing valuable time. In some cases a program has to go on the air without a backer because of the stalling options. Webs report many Instances where option abuses have cost them hard cash and, as a result, they are getting tougher about are getting tougher about

they are getting tougher about granting options.

At CBS the policy is to protect an agency for only 24 or 36 hours, during the day in which a client is auditioning the show. This, of course, prevents costly delays, but some industry-biggies feel it is not completely realistic, as it frequently requires a longer time to line up a prospect and an agency won't go ahead if it doesn't have proup a prospect and an agency won't go ahead if it doesn't have pro-tection for a reasonable time. The answer, these toppers say, is to charge for options. "If an agency had to pay for protection, 90% of the problem would disappear be-cause casual interest would be eliminated." they reason.

Lux Staying Put On CBS, Despite **All-Out NBC Bid**

lling routines (N. Y. to Cambridge, Mass.) in radio annals came to an end yesterday (Tues.) when Lever Bros., sponsors of the top-rated
"Lux Radio Theatre" on CBS and one of radio's top coin spenders, officially turned down NBC's bid to win over the 60-minute dramatic stanza.

stanza.

Although NBC, in a bid to regain lost ground following the loss of a number of top personalities to Columbia's Bill Paley, had made one of its most concerted pitches to put Lux in the NBC columns, Lever Bros. officially announced it was staying put Monday night 9 to 10 on CBS. Thus the program enters its 15th year as a Columbia' showcase, the pivotal spot around which the soap company has parlayed two hours company has parlayed two hours of Monday programming "God-frey's Talent Scouts" and "My Friend Irma") for a three-way top Hooper payoff. NBC, it's understood, also had

ABC. It's understood, also had ambitious plans for a two-hour Lever Bros. commercial ride, designed to bracket Lux with Bob Hope (also Lever) and another of the company's shows.

Gardner Sleuth Series As Raleigh Summer Sub

In the proposed manager of the station is Charles A. Kibling of Rye. N. Y. formerly sports newscaster for the N. Y. Journal American and writer and producer of radio shows.

A Slimey Trick

Des Moines, May 24.

A snake in the grass cut station KSO. Des Moines, off the air for three minutes. A four-foot bull strake closed a 7.000-volt circuit in the transmitter. Engineers finally got the reptile out of the rectifier rack.

Snake suffered no ill effects, since he wasn't grounded at the time.

As Kaleigh Summer Sub

Chicago, May 24.

NBC's "People Are Funny" is being replaced for the summer by an Earle Stanley Gardner mystery and Earle Stanley Gardner mystery son Tobacco Co. for Raleigh Cigarders through Russel M. Seeds agency, and originate from Clicago Tibled "A Life in Your Hands," snow will run for 15 weeks Tues, in the transmitter. Engineers finally got the reptile out of the rectifier rack.

Snake suffered no ill effects, since he wasn't grounded at the time.

MULL FEE PLAN ABC Cites 'Destructive Interference' To WJZ in FCC OK of KOB Slot

Signs of the Times

Signs of the Times
Some of the "strictly-radio"
boys at CBS headquarters in
N. Y. felt they were thrown
a fast TV curve last week
when they were dispossessed
from their offices to make
room for a group of tele employees. Practically an entire
floor was turned over to the
video division under the web's
constantly expanding TV setup, with the AM operators
scrambled into other sectors at
485 Madison.
Problem is about the same
on studio space, with tele pro-

Problem is about the same on studio space, with tele pro-ductions appearing to get the priority. Situation resulted in the CBS "This Is Broadway" radio show stranded without an originating point last week, with Mutual turning over its Longacre theatre to Columbia in the emergency.

Meeting' Fans To Pick Up \$54,000 **World Tour Tab**

The 'fab for ''America's Town Meeting'' 'round-the-world tour, which will broadcast from 12 foreign capitals and Honolulu this summer, is being picked up by the American people, according to George V. Denny, Jr., prexy of Town Hall. The unique junket will cost at least \$54,000 and will be paid for by contributions from the ABC stanza's listeners. Already \$30,000 has been sent in by 13,000 lans.

pan-American Airways is footing the bill for transporting the seven-man staff, but llving expenses, interpreters, engineering facilities, hiring of halls and other outlays involved in the globe-circling junket will be paid by "Meeting." Representatives of 21 national organizations will go along, paid for by themselves or their organizations.

Denny and his party will spend five days in each country, meeting business, education, political and agricultural leaders and learning their problems. In each land two seminar members and two English-(Continued on page 32)

(Continued on page 32)

ABC REVIVING 'LADIES' FOR SUMMER SESSION

Chicago, May 24. viving "Ladies Be reviving

for a summer session starting June 13 as a half-hour sustainer five times weekly. Production Is handled by Tom Moore and Phil Patton, with Moore in the emcee role. Television version of "Ladies" will be dropped for the summer by Quaker Oats after the June 3 performance, with little likelihood of a revival this fall. "Uncle Mistletoe," WENR-TV's local kid show sponsored by the Marshall Field department store, is dropping out for the summer hiatus with a September resumption scheduled.

Another WENR-TV local program. Morris B. Sachs Amatuer Hour, has been inked for an indefinite run after sponsor was satisfied with a six-week trial run. tainer five times weekly. Produc-

ABC yesterday (23) continued its fight before the FCC to get KOB, Albuquerque, off the 770 ke channel of WJZ, N. Y. A petition filed by the web said WJZ has been suffering "destructive Interference" since the Commission granted KOB special authority to use its frequency with 25kw power at night back in 1941. The net requested that KOB's application for extension of its authorization be denied and that the station be required to use 1030 kc to which it was originally assigned.

The web took issue with a decision handed down two months ago in which the Commission renged KOB's use of 770 pending the determination of the clear channel proceedings. It deelared the agency failed to give adequate consideration to the nightlime interference to WJZ. The KOB operation, it contended, is cutting off 5.250,000 persons from its primary service area and even more from its secondary radius.

The proper way for the Commission to handle the situation, said ABC, would be to discontinue the "misuse" being made of 770 and terminate the "nonuse" of 1030. This would prevent the complications feared by FCC in renewing KOB's application, It asserted. The web said the Commission allowed KOB to use 770 when WJZ was owned by NBC, which gave it (Continued on page 32) ABC yesterday (23) continued its fight before the FCC to get KOB,

AM to Match TV For 10 Yrs.: RMA

Chicago, May 24.

Hustle was the password at the Radio Parts show and the Radio Manufacturers Assn. convention held here last week. Better than 8,000 dealers jammed the Stevens hotel exhibition hall for five days straight to inspect, handle and especially buy.

hotel exhibition hall for five days straight to inspect, handle and especially buy.

No gross sales figures were available, but the general impression gained was that radio and tele equipment biz was set for a booming 1949. Exhibitors numbered 239 this year, as compared to 159 in 1948.

Broadcast-wise manufacturers and industry representatives in public speeches and off-the-cuff remarks not only delayed the burial of radio by a decade, but indicated

remarks not only delayed the burner of radio by a decade, but indicated they expected a continued upsurge in radio to keep pace with tele developments.

Sonora Corp. prexy Joseph Gerl

(Continued on page 32)

KING GETS DRASTIC REVAMP BY FELTIS

Seattle, May 24.

KING is now on the air 24 hours a day, first time a local station has operated around the elock. Powerful indic station has also offered to buy, at card rates, from other Seattle stations and those in surrounding area, spot announcements at signoff time to eall attention to all-night broadcasting.

Other innovations put into effect

Other innovations put into effect by KING manager Hugh Feltis in-clude cancelling of all commercial religious programs and a drastic cut in talk programs. Station is pingging emphasis on music and sports

Vets Launch Station

"Cisco Kid." Frederie W. Ziv transcribed package heard on WOR. N. Y. and other stations, is being prepped for a musical comedy version on Broadway.
"Cisco." based on the O. Henry characterization, is being seen on the screen in a series produced by Philip N. Krasne and released by United Artists.

"Cisco Kid." Frederie W. Ziv transcribed package heard on WOR. N. Y. and other stations, is being prepped for a musical comedy version on Broadway.
"Cisco." based on the O. Henry characterization, is being seen on the screen in a series produced by Philip N. Krasne and released by Cour had dreams of radio before entering the service.

New CBS Device Permits Standard Set to Get Full Color UHF Pictures

edly convert images received by

A new device that will reportedly convert images received by a standard low-band television set to full color will be unveiled by CBS at the American College of Surgeons convention in June at Atlantic City. Demonstrations will not, however, presage a new CBS pitch for industry-wide adoption of color. Web Insists that it will go along with black-and-white TV and is continuing to develop color only with an eye to the future.

Smith, Kline & French, manufacturers of pharmaceutical products with whom the surgeons are conducting their A. C. experiments in the use of tele for teaching surgery, are planning a press demonstration of the system next Tuesday (31) in Philadelphia. CBS toppers, as a result, have declined to furnish details on the converter. If it works as reported, it would be a major innovation in the development of color since it would insure that present set owners not only would not have their sets rendered obsolete when and if the FCC approves color standards, but would be able to get color images on their receiversapperating in the present frequency band.

FCC approves color standards, but would be able to get color images on their receivers, operating in the present frequency band.

CBS reportedly showed the converter to FCC members at a special demonstration last winter in N. Y. It is said to consist of a small box with a special screen to be attached to the face of the receiver. Since CBS is still working on a mechanical system (as against RCA's developmental system of all-electronic color), it is believed the screen encases the necessary revolving disk. Latter would be synchronized with a similar disk in the camera. With the Images broken up into their component colors in the camera pickup, they would then be reassembled by the wheel before the receiver.

Technically, the converter itself

receiver.
Technically, the converter itself is believed to operate similar to that demonstrated some time ago by RCA. Latter gadget, however, permitted sets operating for the present frequency band to pick up ultra-high frequency color transmission's and convert them into standard black-and-white images. Thus, while it insured setowners of continued use of their receivers in case the FCC okayed UHF color transmission, it did not insure they would get pictures in color.

RCA IN \$60,000,000 LOAN FOR TV PROJECTS

Radio Corp. of America last week completed arrangements through the Lehman Bros. banking firm to float a \$60,000,000 loan from various investing institutions. RCA has already drawn \$40,000,000 on the principal amount and will borrow the remaining \$20,000,000 before Dec. 29, 1950. Promissory notes at 3% annually will mature May 1, 1974.

understood that RCA's in-

May 1, 1974.

It's understood that RCA's increasingly heavy investment in video is one of the reasons for the loan. With \$60,000.000 at its disposal, RCA can rep., volter outstanding loans maining between 1951 and 1956 without diluting stockholders' interests.

Wall street sources say that the dividend covenant in the loan agreement carries no restrictions on dividend payments on present preferred stock, and permits disbursement of all net incomes earned after Dec. 31, 1948, plus \$1,500.000 of previously accumulated earnings and cash proceeds from capital stock.

Loan in repaying all shorter in debtedness, according to Wall streeters, places the entire capital structure on a basis consistent with RCA's longterm expansion program.

Toni Explains Reason For Dropping Option

For Dropping Option Chicago, May 24.
Toni shampoo claims its decision to drop its tele time option was to avoid entering video in summer, and not the cost of a suggested show, which Don Nathanson said did not go above the original planned figures. Charles Irving has Toni's permission to peddie the show to another sponsor if one wants to start telecasting this summer.

In this case, Toni would develop a new show for the fall,

S.A. Test Patterns

Paris, May 24.
Sex is now rearing its beauful head in French telesion. Operators of the tiful head in French tele-vision. Operators of the French national TV, instead of sending out a staid and stand-ard test pattern, have filmed a series of shots of Paris beauts culled from the Folies

beauts culled from the Folies Bergere, who are posed next to a card indicating the day of the week.

Gals are elaborately costumed. Monday has a blonde dressed in Queen Elizabeth frills, Tuesday has a military outfit, Wednesday an off-the-shoulder dress, Thursday is devoted to a big picture hat and Friday, Saturday and Sunday are considered plenty chic also.

Stone Plans Takeover Of N. Y. Garden For 1-Shot 'Howdy Doody

Martin Stone Associates, indie television-radio package outfit, is wrapping up several new TV television-radio package outfit. is wrapping up several new TV shows for summer showeasing, topped by a dramatic mystery series based on stories by Jerome and Harold Prince, whose scripts have been featured in the Molle Mystery radio show. Stone outfit, meanwhile, is hypoing publicity on its current TV programs to the extent that it is now diskering to take over Madison Sq. Garden, N.Y., for a one-shot appearance of Howdy Doody.

Another show now being packaged is a teen-age situation comedy

Another show now being pack-aged is a teen-age situation comedy series, which like the mystery programs, is being grooved for a half-hour weekly offering. Stone is currently negotiating with two of the top writers-producers in the trade to handle the show. Coming

of the top writers-producers in the trade to handle the show. Coming up, too, are an audience participation program and a top-budgeted musicomedy series.

Stone's publicity and promotion, handled by the outfit's publicity department independently of the broadcasters carrying the shows, has been concentrated mostly on Howdy Doody and is aimed to build the puppet character in areas where it has recently been introduced, as well as to ballyhoo the numerous H-D merchandise. Date at the Garden is being set up to take care of the avalanche of requests for tickets to the studio audience of the across-the-board airer, which are now running several weeks ahead of capacity.

Outfit is also working closely with Government agencies, scheduling the puppet for personals in connection with the current bond drive, as well as other pub service projects sponsored by the Advertising Council. That idea was (Continued on page 34)

(Continued on page 34)

102 COM'L ACCOUNTS ON WCAU-TV'S FIRST ANNI

Philadelphia, May 24.

WCAU-TV marked its first anniersary yest. (Mon.) with the announcement the station has passed the 100 sponsor mark with a total of 102 commercial accounts.

of 102 commercial accounts.

Stations went on the air for the first time May 23, 1948. WCAU-TV has climbed into first place locally on the amount of time on air with a total of 60 hours programming each week, 15 to 20 hours more weekly than its two competitors.

WCAU-TV practically has the Sunday video field to itself 'excepting for the ball game which all three stations can carry) starting on the Sabbath air as early as 10 a.m. Station claims also that it originates more local shows than lts two rivals.

Cincy Nags Get Sponsor
Cincinnati, May 24.
WKRC-TV has contracted for exclusive telecasts of races at River
Downs for the June 1 to July 20
meet with the Hudepohl Brewing
Co. as sponsor. Sked calls for daily
focusing on the fifth and sixth
heats. from 3:50 to 4:40 p.m.
Last week the station initiated a
series of Thursday night 15-minute
interviews of visiting celebrities by
Groverman Blake, critic of the affiliated Times-Star. First guesters
were Peter Fernandez and Al Ramsen, on hand for the local pircem of
their latest film, "City Across the
River."

Bare TV Woes At Guild 'Clinic'

Video scripters are burning because they are being kept from control rooms and studios during rehearsals of their stanzas. The authors' beefs were expressed sharply Thursday (19) in the second craft meeting of the Tclevision Writers Guild, at which Philip Loeb, who appears on "The Goldbergs," freelance scripter Howard Rodman and Gilbert Seldes spoke. Issue was raised when Rodman explained how he had been barred from the control room white one of his adaptations was being rehearsed. He put up a strong fight, however, insisting that his name be kept off the air, and won the right to sit in next time he had a script on the series. Other writers present sevent before Rodman's general serious present sevent before the series.

to sit in next time ne nad a script on the scries. Other writers pres-ent echoed Rodman's sentiments, pointing out that one producer, whom they said was typical, claimed he was "allergic to writ-ers." The TWG'ers complained that

ers." The TWG'ers complained that unless the scripters can be present at dry-runs and dress reheasals, they can't develop their skill and advance the medium.

Discussing what the actor wants in a script, Loeb said that he felt limited when detailed stage directions were given. "I prefer to work things out creatively and imaginatively myself," he said. "Then afterwards suggestions may be helpful. Directors, too, should permit actors to feel their way into a part and give them free reign in the early rehearsals."

a part and give them free reign in the early rehearsals."
Seldes, former CBS tele exec, said that in scripting a tragedy, longer scenes, more closeups, and slower cutting should be used. On the other hand, he pointed out, a tragedy like "Hamlet" could be made to look like a meller by more long shots, faster cutting, biting of cues and shorter sequences. "Writers should stress characterization," Seldes said, "because TV closeups are better equipped to get across emotion than action."

Skywriting Display Starts Ad Offensive Of Muntz in Chicago

Chicago, May 24

Earl Muntz opened up this week on Chicagoans with an aerial display of skywriting pushing his Muntz TV sets. Attack calls for 75 smoke signs per day on a year-round basis "whenever the weather permits." Ad offensive coincides with the start of Muntz' New York campaign, which will be built around his "three-knob control"

model.

Muntz is proceeding with his black and white ads under a subdued pace, after a run-in with the Chi Better Business Bureau. BBB stepped into the picture with a warning memo to local newspapers on Muntz' "sensational" ad copy.

Statements such as "revolutionary," "out-pulls and outplays every other set on the market," "flawless reception," were chided by BBB as extravagant. Ad copy likewise claimed that no aerial was needed for set, but BBB pointed out that the claim applied to only 80° v of Chi area.

the claim appared to only
Chl area.
Conference between Muntz, his
adman Mike Shore and the BBB
turned into a lovefeast, with Muntz
readily agreeing to tone down his

San Francisco — Sanford Spill-man has been named acting man-ager of KPIX, indie television out-let here, replacing Keith Kerby, resigned. Spillman, formerly staff writer-announcer on KSFO, sister AM station, was more recently KPIX operations supervisor.

Television vs. the 'Herd Instinct'

Washington, May 24.

The herd instinct and the need to escape from small apartments may continue to draw folk to the motion pictures, television not-withstanding, but there is a psychological appeal in the overall theatre setting which is even more important in weighing the impact of video on other media.

This opinion was given in an interview following a panel session here last Saturday before the American Assn. of University Women, by Edward Cheyfitz, assistant to prexy Erie Johnston of the Motion Picture Assn. of America. The large screen in the theatre, Cheyfitz told Variery, has a peculiar pulling power and may explain the preference of many patrons with good eyesight for seats up front.

The entire theatre, he believes, complements the screen, accentuates the feeling of space, and imparts to the individual a sense of security and lift. This, he feels, is an asset which is not given sufficient appreciation or fully taken into consideration in programning. However, Cheyfitz is convinced that because of the psychological element, whatever its explanation, an experiment in which a major attraction was given a simultaneous premiere over both video and picture house screens would favor the theatre. While this appeal of the theatre may give comfort to the picture industry, Cheyfitz doesn't feel the film makers can forget about the this appeal of the theatre may give comfort to the picture industry, Cheyfitz doesn't feel the film makers can forget about on making pictures which make greater use of the true medium of the motion picture which is distinct from that of video and which has its ideal setting in the theatre. Television, in his opinion, will provide that stimulus.

The real competition of television, to the theatre or any other

win provide that stimulus.

The real competition of television, to the theatre or any other diversion, Cheyfitz believes, is that it keeps people home to observe some major event. That will be taken care of, he thinks, by large screen theatre television which will 4ie in such events with the film presentation.

Today's TV Sets Good 10 Yrs. Hence. Sez RCA Exec; 200 Stations by '52

Black Beauty
San Diego, May 24.
"We're in the black." gleefully shouted Jack Gross three
days after his television station KFMB-TV went on the
air. Scanning the cost sheet
for a balance against incoming
revenue, he came up with a for a balance against incoming revenue, he came up with a scant margin of profit. "But it's black," beamed Gross, casually tossing a bottle of red ink through an open window with the command, "and don't come back."

Border station will be basic

come back."
Border station will be basic ABC when the network's Hollywood station gets going but presently is taking business from any and all.

Owen Davis, Jr., Dies By Drowning, After Fall From Sloop in Sound

Owen Davis, Jr., 42, NBC television exec producer, drowned in Long Island Sound Saturday (21) after apparently falling overboard from a sloop. He was a former stage, screen and radio actor and son of the noted playwright, Owen Davis. NBC-TV lost another staff mem-

NBC-TV lost another staff member over the weekend when Arthur H. Ross, 38, set designer and former associate of Jo Mielziner, was found hanged Sunday afternoon (22) in an NBC cellar proproom in Radio City, N. Y.

An NBC-TV staffer since his

room in Radio City, N. Y.

An NBC-TV staffer since his
Army discharge in 1946, Davis was
one of five exec producers handed
new longterm contracts by NBCTV last week to forestall possible
raiding by the rival CBS web. He
produced the "Chevrolet on Broadway".and "Colgate Theatre" scries,
both weekly half-hour legiters, as
well as supervising production for
special one - shot sustainers, such
as the recent presentation of "Macbeth" staged by NBC-TV in conjunction with The Players.
Davis was graduated from the
Choate School and the George
(Continued on page 30)

(Continued on page 30)

CBS Yanks 'Hold It'

CBS Yanks 'Hold It'

CBS television's new creative program department suffered its first casualty this week when the house-built "Hold It, Please." was yanked from the air after last Sunday night's (22) broadcast. Telephone quiz show, produced and enneced by Gil Fates, had been on the air only three weeks.

To fill the vacant time slot, from 7 to 7:30 p. m., CBS-TV has scheduled a series of western films for the 6 to 7 p. m. period under the name of "Chuckwagon," extending the series now aired Mondays through Fridays at 5:30. "Mr. 1. Magination" moves—into the 7 to 7:30 slot, and "Wesley," second of the new Sunday night house packages, continues from 7:30 to 8. Rest of the evening's lineup remains, the same.

Television sets made today will be in operation 10 years from now and millogration to years from now and will be adaptable, with nominally priced attachments, for use in the ultra high frequency band Joseph B. Elliott, veepee of the Radio Corp. of America, told a panel session here Saturday '21' of the American Assn. of University Women.

session here Saturday '21' of the American Assn. of University Women.

Joining a group of industry and government officials in discussing "The Challenge of Television." Elliott gave assurance that video sets being made today will not be obsolete. He added that black and white television will be with us "indefinitely" but that color will come "eventually," after continued work in the laboratory. He estimated that it will be two years after the UHF band is allocated for commercial video before receivers will be available.

Elliott predicted that television will be "the greatest instrumentality for the benefit of mankind." He foresaw a tremendous educational influence on the voter and prophesied that the medium will have a decided impact on his choice of candidate for political office. Better programming, he said, is coming rapidly.

Estimating that there will be 200

ing rapidly.

Estimating that there will be 200 television stations in operation by 1952 and 5,000,000 receivers within a few years, Elliott praised the FCC for "a constructive job" in the difficult technical problem of video allocations. He stressed the importance of private operation of the medium, declaring that if tele(Continued on page 34).

(Continued on page 34)

TED STEELE'S DAYTIME SHOW MOVES TO CBS

CBS, after having developed its talent raiding techniques in radio,

CBS, after having developed its talent raiding techniques in radios is now switching them to television. Web has latched onto Ted Steele, long one of the DuMont weh's top personalitles, who is scheduled to move over to CBS-TV, starting June 2, as a replacement for Warren Hull in the noon to 12:30 p.m. across-the-board slot. Latter is being dropped.

DuMont may also lose its high-rated "Amateur Honr" program to CBS-TV. Web is one of those bidding for the Old Gold-sponsored show, which is reportedly planning to scram DuMont at the end of the current 13-week cycle. CBS has two sustainers in the Sunday night 7 to 8 slot, now occupied by the ams on DuMont, and is willing to move them to another night to get the OG billings.

Steele has done a Monday-through-Friday half-hour daytime show on DuMont under the sponsorship of General Mills, which reportedly had him under option for 10 vears. He makes the move to CBS-TV, however, sans GM, and will start on the latter web as a sustainer. Whether he will continue his Tuesday night half-hour on DuMont, which is hankrolled by DuMont's receiver sales division. hasn't been, determined.

V CAUGHT WITH PANELS DOWN

U. S. Sets at 1,662,000

Marked decrease in the price of television receivers during the last few months, coupled with the start of the baseball season, upped the number of sets installed in the U. S. during April above the most optimistic estimates. Sets as of May 1 numbered 1.662.000, representing an increase of 215.000 over the April 1 total. Last previous increase, from March 1 to April 1, was 132.000, signifying the rate of increase has almost doubled. Included in the May 1 total were 1.605.600 for the 34 cities with operating stations, plus 56.400 in other cities which expect TV in the near future. Metropolitan N. Y. continued far in the lead with 600.000 sets. Following is the city-by-city breakdown, as compiled by the NBC research division:

Inc. Over Inc. Over

No. of

City Stations Set New York 6 600,0 Philadelphia 3 165,0	00 65,000 00 25,000
Philadelphia 3 165.0	00 25,000
Chicago 4 145.0	
Los Angeles 6 126.0	00 13,400
Boston 2 81,4	00 13,000
Baltimore	6,200
Detroit 3 55,0	00 4,500
Cleveland 2 52,4	00 13,700
Washington	
St. Louis	
New Haven 1 28,2	
Milwaukee 1 24,5	00 2,900
Schenectady 1 23.0	
Cincinnati	
Buffalo 1 21.5	
MinnSt. Paul 1 14,8	
Pi(tsburgh 1 13,8	
Toledo	
Richmond 1 10.2	
Ft. Worth-Dallas 1 9.2	
Atlanta 2 9.0	
San Francisco	
Louisville	
Seattle	
Dayton 2 6.1	
Columbus 1 5.8	
Memphis	
Miami	
Houston 1 4,5	
New Orleans	
Salt Lake City 1 4.4	
Erie	
Syracuse	
Albuquerque 1 8	00 100
Sub-total	00 208,400
OTHER CITIES	
Providence	00 1.500
Wilmington	00 100
Oklahoma City	00 1,300
Lancaster	00 1.500
Rochester	60 900
Indianapolis 1,3	00 400
	00 800
Others	00 100
Total 1.662.0	00 215,000

Nabes to Share In B&K Video

Chicago, May 24.

John Balaban, head of Balaban & Katz theatres here, said if video features were important enough, they would be taken off the Chicago theatre large tele screen and rushed to nabe houses of the chain within the next few hours.

However, problem of rights might interfere with nabe showings with remote producers, especially in sports, wanting higher payments. Newsreels, facing declining market already, would certainly object to multiple runs, when they are paying for news rights of same subject. While not saying now that subsequent showings would cut into buying of shorts, it is assumed that it would materially slash use of supplementary product. As yet, B&K has not set its first tele feature for Chicago, but negotiations are still on for the Charles-Wolcott fight and a stage revue, June 16.

WPIX's Sports Accent

N. Y. Daily. News', WPIX rounded out its summer sports schedule this week with the signing of a pact to cover Saturday night boxing matches from Ridgewood Grove Arena. That gives the station either boxing or wrestling coverage every night but Friday and Sunday, in addition to pickups of all N. Y. Giants' home baseball games.

Saturday night bouts, teeing off this week (23), feature Metropolitan AAU fighters. Jack McCarthy is slated to handle the blow-by-slow. New schedule gives the station 119 separate sports events between Saturday and Sept. 10, including 35 during August alone.

Hub's 81,100 Sets
Latest survey of video distributors in area puts figure on sets inin a

TV Blamed Again

Detroit, May 24.
Television is helping Detroit bandits ply their trade.
Owner of a grocery store and his friend were concentrating on a television screen at the rear of the store Friday (20) when two masked bandits walked in and scooped \$1,100 in cash and \$150 in checks from the till.
Then they interrupted the video fans long enough to get a diamond

fans long enough to get a diamond ring and a sapphire stickpin.

Ackerman Heads Coast CBS Tele

Hollywood, May 24,

Harry Ackerman, director of CBS network programs originating in Hollywood, has been given the added duty of functioning in the same capacity for the net's Coast television operation. He will ride herd over programs developed here for the skein and outside packages that will be kinescoped for the eastern web. Appointment was made by Jack Van Volkenberg. CBS tele head, who is here from New York.

Deals are now being negotiated with comedy stars recently acquired by the network for kinescoping in the fall. Ackerman's new duties do not conflict with those of Harry Witt, manager of the CBS tele station here. Ackerman, director of

Hub's 81,400 Sets

GUEST EXPERTS

Television talent squeeze has now hit the guest circult on panel shows. With the number of such shows steadily increasing and acceptable guests becoming proportionately more scarce, a move ls on in the trade to sew up the panel experts on an exclusive panel experts on an exclusive basis. Producers have found that, with TV's visual impact, the public objects strenuously to seeing the same faces on different shows week after week and are thus determined not to have their guests dissipate their importance by doing too many such programs. Femme guests have been found the most limited in number. Making the circuit presently are only

the most limited in number. Making the circuit presently are only a comparative few, including Ilka Chase. Faye Emerson Roosevelt, Elsa Maxwell, Dorothy Kligallen and others. Producers thought originally that a change in gowns from one program to another would be enough to make such panelsters acceptable to the public time after time. They have found, however, that the costuming problem hasn't even come up yet. The faces and the personalities of the femmes are what become immunized after too many appearances on the same type of show.

Producer Fred Friendly of NBC-

Producer Fred Friendly of NBC-V's "Who Said That?" is now de-Troncer Field Friendly of MSC-TV's "Who Said That?" is now de-manding that any guest appearing on his program agree not to go on any similar show two weeks be-fore or a week after h.s Saturday night airer. Friendly considers the guests he uses as a stock com-pany and thus believes he should have exclusive use of their ser-vices. According to Friendly, the situation will get worse this sum-mer because many panel shows are on tap as summer replacement programs. In addition, many of the regular guests will be vaca-tioning. As a result, Friendly said, the experts must be sewed up now.

the experts must be sewed up now.

Some producers are even considering pacting their guesters on a permanent basis. Instead of traveling the circuit, the experts would then be committed only to the one program and would be put on a rotating schedule so that they would appear no more than 10 or 12 times a year. In that-way, it is believed, their value would be preserved permanently. No objection would be made to their doing other type video programs but they would not 5e permitted on any other panel show.

Biggest competition for guests now lies with "Who Said That?", ABC-TV's "Leave It to the Girls," televersion of Martha Rountree's AM package. Other panel shows such as "Author Meets the Critics," "Americana," etc., do not face the problem since they use either a permanent panel or else can go far affeld for a wide choice of guests. Average pay to the squeeze is \$150 per week or their choice of a prize, such as a television set.

McCUNE SHOW GETS 17 EASTERN OUTLETS

Hank McCune has sold his situation comedy show to 17 television stations. McCune is filming program, which will bring in from \$100 to \$500 per showing, according to the market size.

Permanent cast on McCune show includes Sara Berner, Arthur Q. Bryan, Frank Nelson and Bill Demiling, Preston Foster is initial guest on series. Program starts June 1 on 17 eastern outlets. Show has been inked for 52 weeks on all stations. Bob Tamsey is directing and Eddie Cochran producing telenser.

McCune sold program to stations with a radio audition platter with which he traveled to outlets. Nine of the stations have sponsors.

SQUEEZE ON FOR 4A's Agree on New Video Setup; Still To Iron Out Representation Problem

Playing for Steaks

Playing for Steaks
_NBC-TV stage crew on a
recent airing of "Who Said
That?" beat both emcee Bob
Trout and John Cameron
Swayze, regular expert on the
panel, to the punch.
_Commercial showed the
sponsor's refrigerator (Crosleyl-with "live" steaks in it.
Swayze and Trout eyed them
throughout the show. At signoff time, though, the stagehands, who had planted themselves, moved in on the steaks
first, picked them up and ran
out of the studio. Swayze and
Trout went to a nearby
restaurant.

Fight Tax on TV Wrestling, Boxing

Hollywood, May 24.
California State Assembly Committee on Public Morals has passed a bill requiring 5% tax on all wrestling and boxing contracts inked with television stations. Bill has already passed the Senate and now goes to the Assembly.

Assembly committee heard arguments precented by Art Westland

Assembly committee heard arguments presented by Art Westlund, prexy of the California State Broadcasters Assn.: Dick Moore, video legal counsel for ABC, and Gayle Grubb, manager of KGO and KGO-TV, San Francisco, prior to passing on bill.

Trio argued that though bill actually calls for 5% tax to be levied on promoters, television will be the one hit by upped prices on rights to events. Exces also related that bill is discriminatory in that it taxes only two sports, leaving others a clear field.

RCA'S TELE RIGHTS TO **NOTRE DAME GAMES**

RCA has bought television rights to five Notre Dame football games next season, all of which will be played in cities connected to the eastern-midwest coaxial cable. Cost for the rights is \$50,000.

Games will probably be carried on NBC-TV, which has had all RCA tele billing to date, including the current "Kukla, Fran and Oille" show. Lineup includes the ND game with North Carolina from Yankee Stadium, N. Y., plus a couple of games from the Irish home field at South Bend, Ind., which is connected via special micro-wave facilities to Chicago, from where the games can be fed to the network.

network.

RCA recently abandoned its plan RCA recently abandoned its plant to stage, a top-budgeted vaudeo show on NBC-TV Wednesday nights opposite CBS-TV's Arthur Godfrey. J. Walter Thompson is Godfrey. J. Wa the RCA agency.

Headley's WTCN Post

Minneapolis, May 24,

Sherman K. Headley, St. Paul has been named WTCN television producer by F. Van Konynenburg, veepee and general manager of station.

station.

WTCN-TV plans to begin tele-casting in July after being moved into new quarters. Test telecast-ing already has started and WTCN cameras last week did an intra-nural stint at Minneapolis Star and Tribune open house.

After weeks of negotiation, rep-resentatives of unions in the Asso-ciated Actors and Artistes of Amer-

After weeks of negotiation, representatives of unions in the Associated Actors and Artistes of America reached an agreement last week setting up a 44's Television Authority. Plan for the new setup has been submitted to the 4A's international board and will also have to 8b, accepted by councils of member thions.

Key points of the agreement provide that members of 4A milons will hold cards in the new TVA and that video performers who are not at present in a union will join the TVA. The new video union will be headed by a 10-man executive board, composed of members of 4A unions, including American Guild of Variety Artists, and Chorus Equity.

Issue still open is the question of whether the TVA board will be filled by proportional representation or whether member unions should have equal voices in the body. AGVA, it is reported, is holding out for a P.R. setup, because of its large membership. Another disputed point is whether AFRA should have the right to bargain for announcers who do TVs taff work but whose main job is AM, with AGVA favoring TVA's getting authority over these announcers.

Vidpic Producers Due for Blast

A strong blast at vidpie producers will be leveled by Norman Llvingston. commercial program manager of WOR. N. Y., when he addresses the National Television Film Council tomorrow (Thurs.). Livingston recently completed a coast-to-coast junket, including visits to many TV stations as preparation for the debut of WOR-TV this

its to many TV stations as preparation for the debut of WOR-TV this summer.

"There are absolutely no films produced specifically for tele within the budget range of local video stations," says the WOR exec. "You can buy series of 26 or 52 programs, but the cost is anywhere from \$6.500 to \$25.000 per chapter, which can be afforded only by a national advertiser or network. Most of the packagers I've talked to have only a single audition pic, which means that the rest of the series is a blind article. It seems that none of the packagers is willing to invest his own coin, but wants the stations to pay the full cost of production."

The TV packagers, according to Livingston, want immediate profits and don't look to the future when many more stations will operate. They haven't learned the lesson of AM transcription agencies, he says, who amortize their costs over a long period of time. In addition, the vidpic outfits should send men on the road to sell their product to local advertisers, and then place their shows on whatever local outlets are available.

DIRECTORS VOTE 'ANY ACTION' IN NBC IMPASSE

More than 100 New York members of the Radio-Television Directors Guild unanimously voted Monday night (23), empowering the

wBNS-TV Looks Set for Det.
Columbus, May 24.

Progress report in its monthly bulletin reveals that WBNS-TV, the Columbus Dispatch station here, expects to be on the air "around Oct. 1" Installation of antenna transmission line will be gln around June 1.

Test pattern, the bulletin says, "will probably begln by around Sept. 1 to 15."

day night (23), empowering the council to "take any action deemed with the council to "take any action deemed with the council to "take any action deemed with the total the total the council to "take any action deemed with the total the strike vote was taken by the entire guild and not just the NBC-twenth will be entire guild and not ju



isten... but we do know they're listening more than ever!

We thought we knew a great deal about why people listen to the radio. From all kinds of statistics we knew that Radio has been the most popular influence in American life in the present century.

But no kind of statistics can ever define the structure of a love affair.

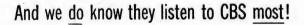
Any more than they can fully explain why more Americans today are more involved with Radio than ever before.

What, for instance, made the American people add 13 million radio sets last year to the 77 million they owned the year before?

What made them <u>listen</u> to these sets more than the year before —for an average of 4 hours and 25 minutes a day?

And why did they do this extra listening in the face of having many more things to do—like reading bigger and fatter newspapers and magazines, watching television, having more cars to ride in?

Whatever the reason, the result is that the network advertiser is getting bigger audiences today than ever before, and is getting them at less $\cos t - 6\%$ less than in 1947.



Because CBS has the best things to listen to: programs like Lux Theatre, Suspense and Godfrey; Jack Benny, My Friend Irma and Amos 'n' Andy; and still more to come this fall like Edgar Bergen, Burns and Allen, Bing Crosby, Groucho Marx and Red Skelton.

'And also because they can hear CBS better, since it has the most powerful and best-balanced facilities in all radio.

That's why CBS has the largest audiences, and the highest average audience, in all radio.

That's why CBS delivers these audiences to advertisers today at the lowest cost in all radio—and why advertisers sponsor more time on CBS than on any other network.

That's why in all the latest reports, by every count, both Hooper and Nielsen, CBS has the "No. 1" position among all networks.

CBS



FORUM
With Senator Hugh Scott, Senator J. Howard McGrath; Theodore Granik, moderator
Producer: Ralph Burgin
30 Mins.; Sun., 3 p.m.
Sustaining
NBC, from Washington

Theodore Granik's "American Television Forum" will help raise video's I. Q. to an adult level. Like its radio counterpart, "The American Forum of the Air," this is another top discussion aircr concerned with fundamental issues of the day. In this case, no attenti "American day. In this case, no attempt been made to add any specific it ingredients, aside from the sight ingredients, aside from the straightforward focussing on the participants. It's a right technique strangintorward tocussing on the participants. It's a right technique since excessive movement of the cameras would only distract from the understanding of the ideas. The plain sight of the speakers is good enough.

The plain sight of the speakers is good enough.

The preem (22) brought together the leaders of the Democratic and Republican parties for an important review of President Trumins "fair deal" program. Granik pused the crucial questions on traces, labor, housing and civil rights with Sens. Hugh Scott and J. Howard McGrath, national committee chairmen of the Republican and Democratic parties respectively, vigorously teeing off on each other, Granik errs on the side of delicacy by his consistent practice of switching the speakers to another problem as soon as the discussion becomes hot. On the opening show, at least, he had two experienced and expert desters and should lave given them free rein to chop each other down. During the last 10 minutes of the program, questions were invited from a studio audience that was loaded with important politicians and bureauerats. They dominated the floor to the unfortunate exclusion of the average man's opinion.

opinion.

THE MARSHALL FAMILY With Mary Croninger, Ted Beebe, Bobby Roach, Dodo Eisenstein, Writers: Ted Beebe, Mary Cronin-

ger
Director: Paul Krauss
15 Mins., Mon. - Wed. - Fri.,
6:45 p.m.
TOBIN PACKING CO. WRGB, Schenectady

WRGB, Schenectady
First television serial originated here. "The Marshall Family" has a soap opera format into which musical numbers are incorporated. It's a loosely knit affair, moderately entertaining—on the basis of the first three installments. One of the best features is the advertising, overlong and over insistent though that be. Advantages of television over radio in visualizing a product are strikingly evident.

evident.

Various dishes prepared by
Mary Croninger (who presents a
household program via WGY under
non de radio of "Mary Cherry")
with sponsor's "First Prize Bacon"
used are enticingly appetizing. Of
course, dramatized portion suffers
from fact gal, who plays the
mother, steps out of character to
spiel.

mother, steps out of character to spiel.

First and third episodes pivoted around a wig ordered for the balding Ted Beebe. It is the initial instance on WRGB where a personal characteristic of a performer has been used for comedy. Inasmuch as Beebe is co-scripter, he cannot kick. Both stanzas were lightly amusing. On second block, the family background was employed to set the stage for a "re-ployed to set the stage for a "re-ployed to set the stage for a "re-ployed to set the stage for a beautiful to the stage for a lightly was not too considering but music came through fairly well.

Serial probably will improve as the actors groove into their roles and the camera work gains flexand the camera work gains flexand times is not sharp.

Jaco.

JOLTS AND JABS With Jack McCarthy 15 Mins.: Mon., 8:30 p.m. Sustaining Sustaining WPIX, N. Y.

WPIX. N. Y.

This is an okay warmup to WPIX's coverage of the summer boxing season at the Coney Island Velodrome. Conducted in the ring before the card opens, show features interviews of assorted personalities by Jack McCarthy, a smooth and witty operator who peps up the verbal encounters. But as far as the interviewees are concerned, the program's title is a misnomer since it's mostly heavy on cliches and gab. and gab.

On the opening program, McTarthy brought on some officials of the Coney Island Chamber of Commerce who discoursed on Gotham's old swimming hole Sport angles were given a light once-over but greater accent will be placed on this aspect in future shows. ASR lighters received a big free ride with McCarthy handing them out as glits to the participants, Jerm. the opening program.

1949 SKATING FOLLIES
With Patricia Carroll, Joan Westenberg, Nat Steinberg, others
Producer: Alan Lawrence
Director: Jack Murphy
60 Mins., Sun. 10 p.m.
Sustaining
WPIX, N. Y.

Roller skating, one of the more popular participant sports, can be made into firstrate video fare. The elements of ballet, wire sweep of motion and production and background, can be combined for

of motion and production and background, can be combined for audience getting television. However, the ambitious WPIX production of "The 1949 Skating Follies" with an amateur cast dissipated its chances of hitting top-drawer fodder because of unimaginative production and obscure camera work.

The show put on by the United States Rink Owners Assn., from the Eastern Parkway Rink (Brook-lyn), Sunday (22) had some sparkling roller experts, including smatcur title-holders. There were production numbers by a fairly large line, plus fetching solo and group turns. However, routining was such as to make the hour-session monotonous. Several performers did similar routines and the camera had a tough time following the group numbers because of wide area of operations. Nat Steinberg's emceeing slowed up the proceedings considerably, immediately upon conclusion of a number, camera panned on him. More speed might have been attained had the off-stage announcements been used while performers went directly into their routines. Steinberg's pronunciation of "champeen" was somewhat jarring.

Patricia Carroll and Joan Westenberg did some standout skate-work during session. Jose.

GRENNAN DESSERT PARTY With Tommy Riggs, the Honey With Tommy Babbar dreamers
Producer-Director: Greg Garrison
15 Mins., Thurs., 9 p.m.
GRENNAN CAKES
WENR-TV, Chicago
Venna & Rubicam)

Honeydreamers, a capable vocal quintet, salvaged this musical show from a solid commercial cake-eating contest.

from a solid commercial cake-eating contest.

Premiere showed a different format in which camera ushered viewers into an apartment style setting, with the quintet acting as hosts. They sang several numbers, and introduced Tommy Riggs ventriloquist act. Honeydreamers showed camera-wise technique in their singing, looked good and sang well when given half a chance by the continuity. Guest Tommy Riggs, along with his invisible sidekick, Betty Lou, seemed out of place because of limited action, although Riggs himself was amusing with his twin voice routine.

Overall picture of program, however, has the sponsor's product, which was clearly the dominant theme of show. Televiewers who eschew desserts will get a bit weary of hearing about cakes; watching them, and seeing cast members gulp them down.

Camera crew had trouble with group shots, and could have helped viewers by more medium shots of Honeydreamers. Excessive close-ups of group singing cut off vocalists at either end of range.

CLIFF EDWARDS SHOW With Eddie Fellows, Tony Tony Mottola

ducer-Director: Franklin Heller Mins.; Mon., Wed., Fri., 7:45

CBS-TV, from N. Y.

Cliff ("Ukelele Ike") Edwards, whose show business career spans a couple of decades, has always-managed to maintain his youthful deneanor. He rose to popularity during the "flaming youth" era and despite nostalgic elements in his work, he still retains his appeal for the younger elements.

Edwards' video turn is a pleasant, unostentatious 15-minute bit with assists from the former child screen star. Edith Fellows, who has since been in legit and vaude. Each contribute a pair of well-executed tunes. Edwards hitting it nicely with straight renditions coupled with his trick falsetto, while Miss Fellows does a pair of standards. The Tony Mottola Trio is in the background.

Edwards makes a pitch for the older listener in his less.

background. Edwards makes a pitch for the older listener in his last number. On initial show he did a reminiscence of Eddle Leonard in blackface and for future shows will take showbusiness stories and suggested tunes sent in by listeners Jose.

LINCOLN PARK ZOO
With Jin Hurlbut, Marlin Perkins
Producer-Director: Reinald Werrenrath, Jr.
30 Mins., Sun., 6 p.m.
Sustaining
WNBQ has figured out a natural
for kids in this interview-style
show from the Chl zoo. Park
director Marlin Perkins spiels easily about zoo residents, using live

snow from the Chi zoo. Park director Marlin Perkins spiels eas-ily about zoo residents, using live specimens for demonstrations. Format is simple but effective. Interviewer Jim Hurlbut lines up a few small fry, introduces tele-viewers to Perkins, and supplies helpful questions white Perkins ex-plains why certain animals have their colors, sizes and characteris-tics.

their colors, sizes and characteristics.

Specimens covered were a golden hamster, opossum, kinkajou, red fox. Perkins' table top was the demonstration lab, which afforded excellent view of critters. Camera then shifted to outdoor cages at feeding time, when animals were on the prowl.

Kids will like the easygoing continuity, and the remarks of expert Perkins, who is one of the outstanding zoo directors of the country. Informal touches help along the action. Samples: hamster climbing up and down Perkins's leeve; opossum growling through a muzzle; red fox scrambling on top of table.

Camerawise, the animals did a

steeve; opossum growing amough, and muzzle; red for scrambling on top of table.

Camerawise, the animals did a cooperative job of keeping in the lens. Some difficulty in viewing was caused by outdoor cages which had wire netting between the bars, which might be solved by a platform lens.

Oneida's TV Bow

Oneida, N.Y., May 24.

Oneida, N.Y., May 24,
Myron J. Kallet, owner of a
chain of filmhouses in upstate New
York and Pennsylvania and of
radio station WKAL in Rome,
went into the TV business last
week, signing up with NBC.
Kallet's new TV station, WKTV,
slated to open in September, will
operate on Channel 13

Inside Television

Number of daytime women's show hitting the television airwaves during recent months has given rise to a new racket in the trade. Manufacturers of household products, with no solicitation, approach the stations with the alleged thought of sponsoring such shows but ask for a chance first to showcase their products to determine whether the results would be worth the money. Eager to get the business, the stations give them a 15-minute, spot at no charge, after which the prospective bankrollers are never heard from again.

Similar practice has been started with sponsors already on the air, who have bought time for the alleged purpose of showcasing different program formats to determine which to schedule regularly. Sponsors and their ad agencies are thus able to get indic package producers to stage shows for them practically for nothing. While the packager gets the chance for an on-the-air presentation of his ideas, the sponsor is able to save considerable money.

State consorship boards are precluded from censoring television film on the ground that video transmission is interstate commerce, argues a forthcoming supplement. "Television Film Contracts." by Harry P. Warner of the Washington iaw firm of Segal, Smith & Hennessey. Warner's supplement, in discussing the question of censorship clearance, declafes that the Supreme Court will ultimately decide the jurisdection and authority of State boards to censor television film, assuming they assert such power. The question is now being fought before the U.S. District Court in Philadelphia.

Whether television film producers will utilize the "Johnston Office" or a similar organization for clearing their pictures is another question raised by Warner, which he thinks will have to await the further development of the video film industry.

As to the possibility of a code for the television industry, Warner suggests that a trade organization's standards would undoubtedly fur-

As to the possibility of a code for the television industry. Warner suggests that a trade organization's standards would undoubtedly furnish guidance to both the TV film producer and the station. "But it is the Commission in its overall review of program service," he asserts, which will prescribe the ultimate standards of the television and television film industries."

Tele Follow-up Comment

Milton Berle again evidenced he's running out of material with that vaudeville cavalcade last Tuesday. Apart from relatively unimportant captiousness anent including Jolson in the Palace all-timers (Jolson and Will Rogers never played the bigtime flagship). Berle has been doing more and more of these "idea" sequences. Theory is good. And by and large It came off well, with Pat Rooney 3d doubling as his dad; Georgie Price and Berle doubling as the blackface comics (Cantor, Eddie Leonard and Jolson), but others were NSG. Soph was good; the Durante NG; the Blackburn Twins on the forepart show (with Janet Blair) did the Mosconis, which probably meant little one way or the other to the new generation. But on the whole it was an entertaining, nostalgic flash.

Prime shortcoming, however,

flash.

Prime shortcoming however, is Berle's repeated habit of stepping on lines and/or making it appear that his colleagues fluffed. Whether accidental or actual, the impression is negative; makes it appear that Berle is milkin' too much and, mayhaps, to the irritation of his confereres. Pseudo-fluffs have made for some sort of 'inhave made for some sort of "in-side" laugh, but even the rehearsed fluff is now an overly familiar de-vice. Berle has been given to this for some weeks.

Fireside Theatre is still pitching experimental shows over WNBT. Tuesday's (17) session comprised a pair of films, "The Way to Fortune" and one of the old silent Brainy Bobby series with added commentary. Both of these 15-minute featurettes lack individuality. "Fortune," telling of a pair of California badmen of the '80s who snag the profits of a goldstrike after killing off the rightful prospectors, lacked point. Even the crime-doesn't-pay angle didn't make itself too evident lnasmuch as the surviving baddie died of old age after amassing a fortune.

The oldtime silent comedy, with added soundtrack, is by now a

added added soundtrack, i standard idea. This is short standard idea. This short wasn't punched up too inaginatively with its commentary. There were mo-ments when the off-screen voice was reaching and the antics of Brainy Bobbie, hot stuff 30 years ago, doesn't seem to make for good burlesque material for video.

Ballet in its true form finally got a crack at television Sunday night (22), when the Ballet Theatre made its first TV appearance on NBC tele's "Drama Theatre" series. Without the usual trick camera effects interfering with the dance, the viewers were able to devote their full attentions to the show

NBC tele's "Drama Theatre" series. Without the usual trick camera effects interfering with the dance, the viewers were able to devote their full attentions to the show itself, and it was good. Program proved, in fact, that there is a definite place for straight ballet on TV if the production crew knows what it is doing.

In this case, it was producer Vie McLeod and director Garry Simpson, working with BT's Dmitri Romanoff, who rate bows for the way the show was handled. Cameras, for the most part, increly picked up the action from the stage, making good use of a lens placed slightly above stage-level for the longer shots. Only tricks involved were several dual camera effects used for "Pas de Quatre" second of the two ballets perferenced, and they improved tremendously on the original stage presentation. Lacking, however, was the "feel" and reaction that comes with a live studio audience, and if ever a TV show needs it, it's a ballet concert. The midriff was static, with an announcer entering for the bridging spill.

Ballet Theatre dancers, of course, had much to do with the success of the venture. Igor Youskevitch, Nana Gollner, Edward Caton, Nicolas Olfff and Paul Godkin were standout in "La Fille Mal Gardee" an impressionistic tale of a French peasant gal trying to marry the man she loves. Even better, though, was the "Pas de Quadre," a straight classic dance featuring Dlana Adams, Norma Vance. Jocelyn Vollmar and Jacquelline Dodge, That fade-in and fade-out of the four dancers over the w.k. painting by A. E. Chaloff was excellent; ditto the NBC orch, under the baton of BT's Max Goberman.

Carl Ritchie, identified as the "Chevrolet Man" via the scries of weather spots featuring him over most stations during the last year, made his first live appearance on "Winner Take All" over CBS-TV Saturday night (21). Move was taken by Campbell-Ewald producer Leo Langlois to build Ritchie's identification with the sponsor's product and also to utilize his zany characterization for Carl Ritchie, identified as the

"Alice in Wonderland," done on CBS-TV's "Through the Crystal Bail" Monday night (23), was neither straight dance nor straight story and thus wound up as not much of anything. Choreography, staged by Pauline Koner. would have been much better had it stuck to telling the Lewis Carroil classic entireiy in dance form, as "Crystal Bail" was originally set up. As it was, the best features of the show were the sets, which utilized neatly some moving backdrops rolled in on a runway.

Program had its other good points, such as the fade-in technique used for the Cheshire Cat, but transmitted too little of the story's Inherent charm. Bambi Linn handled both her terping and lines capably, but Walter Treacher was wasted as the Cat. Rest of the cast, all occupants of "Wonderland," were okay.

An idea: how about a little more extensive gulfing instruction on TV? The guesting on the Ed Sullivan CBS "Toast of the Town" Sunday night by Craig Wood and Claude Harmon of the Winged Foot Country Club pointed up strongly the saleability of golfing instruction on tele. There's some of it already around, but right now it seems more a matter of project. of it already around, but right now it seems more a matter of projecting the golfing personality rather than any concrete teaching, as was the case of Wood and Harmon. Otherwise, the Sullivan show was marked by an unusual spotlighting of Jane Kean, singer-comedienne, slated to replace Namey Walker in "Along Flith Avenue," Broadway revue; the doubletking Al Kelkers and the second of the secon "Along Fifth Avenue." Broadway revue; the doubletalking Al Kelly, the novelty acros of Ladd Lyon, and the nifty ventro of Paul Winchell.

Owen Davis, Jr.

Continued from page 26 Pierce Baker School of Drama at

Yale. He made his Hollywood how in "All Quiet on the Western Front" and subsequently appeared in many pictures, last of which was "Knute Rockne, All-American," re-"Knute Rockne, All-American," re-leased by Warners, in 1940. On Broadway, he appeared in "The Barker," "Jezebel" with Miriam Hopkins, and "The Solid South" with Bette Davis. His last Broad-way show was "Mr. and Mrs. North." He was also active in strawhat work, having appeared every summer for 11 years at the Lakewood theatre in Skowhegan, Me. His radio programs included Me. His radio programs included the old Rudy Vallee show, "Those We Love," "The Circle," "Gold-bergs" and others, After breaking in with NBC-TV,

Davis was named director of propavis was named director of pro-gram preparation and procure-ment two years ago, in which post he supervised all casting, writing and obtaining of scripts for dra-matic programs. He later was matic programs. He later was named an exec producer, report-ing directly to the web's program

Surviving, in addition to his parents, is a brother. Donald, World Video producer on ABC-TV's "Actors Studio."

Ross, who had been with NBC-TV for the last year, had been working on sets for the first tele presentation of the Ballet Theatre at the time of his death. Program, using his sets, was aired Sunday night as scheduled.

His mother, Mrs. A. H. Ross of Ilion, N.Y., survives.

Funt's 'Candid Camera' In NBC-TV Bow Sun.

MARY OF AN AD...

WEEK MAY 18, 1949

that a wonderful experience
this week... Variety got me in to
this week... Variety got me in to
are people in gractically every
are people in gractically every
it so wonderful was I didn't
it so wonderful was I didn't
it so wonderful was I didn't
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have to be announced.
have to be announced.

Pool a bong out of those
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who the minite they aut
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when I sow the exclusive
when I sow the exclusive
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acted so quickly... and dignity
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EXTRA

16th ANNUAL



SURVEY OF

RADIO-TELEVISION SHOWMANAGEMENT

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Season 1949-50

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are now going begging for \$7,500 and writing budgets are being pared in proportion to other slic-

Follow-up Comment

Mutual's "Experience Speaks" stanza, which is bowing out May 27 at the end of its 13-week cycle, packed a full quota of human interest yarns into 30 minutes Friday (20). Highlight of the show was the dramatic statement by a 25-year-old cured leper, who said he had to use an alias because of society's fear and misunderstanding of the disease. In the Carville, La., leprosarium, he said, 57 cured victims of the disease have to stay on,

ciety's rear and misunderstanding of the disease. In the Carville, La., leprosarium, he said, 57 cured victims of the disease have to stay on because no one would give them employment under the misconception that they would infect others. He was followed by U. S. Sen. Claude Pepper, who appealed for rooting out "these false ideas" and gave details of a bill he is sponsoring to treat lepers in ordinary hospitals and homes.

Another high spot was a return to the show of Sgt. George Caron. tail-gunner on the B-29 which dropped the first atom bomb on Hiroshima, and Mrs. Kay Palichikoff Drago, who told of the destruction she saw when the A-bomb devastated the Japanese city. Carol Stone, now in "High Button Shoes" on Broadway, related how she started out as the "ugly duckling" of the Fred Stone family but finally clicked in show biz. Other segments offered a blind pianist who lid how his Seeing Eye dog rescued him from a fire, a woman taxi driver who was a test pilot for Fokker, an Italian bagpiper, and Amy Sedell, who did a five-minute commercial in 60 seconds.

"Radio X." experimental stanza

"Radio X," experimental stanza on WNYC, N.Y., offered "Three Dimensional," a production of the Sarah Lawrence Radio Workshop directed by Mitchell Grayson. Thursday (19). The vehicle was a stream-of-consclousness narrative, with brief snatches of renembered dialog and action filtering in through the mind of a troubled young sculptress. It carried dramatic punch, impressionistically baring the ghrl's soul in her reactions to four men. Thesping of the

Stein. produced and directed by Himan Brown, depicted the plight of the war unfortunates through lack of funds to move them to Israel and furnishing the wherewithal to sustain them after the initial hurdle. Jolie gave greative, with Carlotta Sherwell state and furnishing the wherewithal to sustain them after the initial hurdle. Jolie gave greative, with Carlotta Sherwell by Bill Griffis and Delmar Neutzmithal hurdle. Jolie gave greative, while capturing the Weltschmerr of a romantic young artist, was gushy in its preoccupation with her search for "warmth and understanding, truth and friend-ship."

NBC's "Radio City Playhouse" offered a dramatic psychological thriller Monday (23). "Murder is a Matter of Opinion." Carefully pieced-together plot was the story of two brothers, college students, who argue about capital punishment, the older favoring it and the volunger, saying that sometimes ment, the older favoring it and the younger saying that sometimes justice goes awry and the innocent are punished. To prove their cases, they stage a mock killing, but the younger lad is actually killed and the older brother caught by circumstantial evidence. Bill Lipton turned in a slick performance in the lead, with Michael O'Day giving full support as the younger boy. Jules Archer's story drew full suspense values from the situation and dealt realistically with the relationship between the brothers.

Sisson

Continued from page 23

Samish. Stanton, former radio account exec on the Lucky Strike budget for Foote, Cone & Belding had been with D-F-S for the past six years. He has already checked out, with no announcement of future affiliation.

Storrs Haymes, formerly with Compton agency, is moving into D-F-S as supervisor of daytime shows, with Samish continuing in the top radio-TV spot.

Stanton was originally with Lord & Thomas and after his F-C-B career he moved to Blackett. Sample & Hummert in Chi, then checking in with D-F-S.

Wilfred Robert, Sisson's assistant at Pedlar & Ryan, will take over as head of radio-TV, though not as an officer of the company, with Betty Shay continuing as supervisor of daytime radio.

Betty Shay continuing as super-visor of daytime radio.

Gag Scripters

Continued from page 23

son, veepees, respectively, of Young & Rubicam and J. Walter Thompson; Karl Kramer of MCA, and John Meston, pinch hitting for Harry Ackerman, both of CBS. The "gloom boys" spoke their own private thoughts rather than put their agencies on the spot with the fle & memory lads.

"You might as well face it," spoke up one of them, the gravy train is in the yards and ain't rollin' no more. Those \$1,000 a week jobs are now museum pieces and if you can get half take it fast. Shows

"the greatest of

all cafe singers"

LESLIE HOUSE

30 W. 56th St. New York

MILT FRANCIS

See Story by Jimmy Cannon in June Esquire

"Sure you can swing over to television or double over to it but it'll be years before it pays off as munificently as radio. You fellows have got to adjust yourselves to the changing conditions. (It was even hinted that they've been overpaid these many years. Think it over, fellows, and start living like the rest of us (a couple of dozen writers have been earning three times as much as the men who run the radio departments for the big agencies)." Thanks, fellers," chorused the writers when the meeting broke

writers when the meeting broke up, meanwhile muttering to them-selves, "they can't do that to us."

NAB Vs. TBA

was that Wiliard's tagging of TV as "Destiny's tot" was a challenge to the TBA, which is pianning to add some high-priced toppers in a drive for industry leadership. According to this view, NAB strategy will be to attract the telecasters with the line that it is the broadcasters' representative while TBA includes competitive in tere ests, such as set manufacturers and picture companies.

Maurice Mitchell, head of the NAB's newly organized Broadcast Advertising Bureau, said that AM is "healthy, strong, growing and effective." Radio's biggest spenders today, he declared, are the retail advertisers and the BAB will put into time-salesmen's hands "effective tools to attract retailers at he local community level." He

put into time-salesmen's name fective tools to attract retailers at the local community level." He added that BAB would work or standard rate-cards and contracts

Pabst

Continued from page 22 =

ing cast will continue to broadcast the radio show from Hollywood but the radio show from Hollywood but an entirely different cast will per-form the family comedy in New York, to be kinescoped for non-network stations. Irving Brecher, package owner and producer of "Riley," will alternate between the two coasts until the TV version is rolling.

rolling.

In announcing the change in programs for next October, Paul Warwick, agency exec, said that contracts were at the signature stage.

William Morris agency represented Brecher in the negotiations. Both Brecher in the negotiations. Both the radio and TV programs will be broadcast every week, time having been reserved with NBC-TV in New York for Tuesday night following Milton Berle.

Cantor is closing out his third season with Pabst, having followed Danny Kaye and Groucho Marx.

Pabst's Summer Plans
Hollywood, May 24.
Pabst has bought NBC's Screen
Directors show for the summer
stretch of 13 weeks, starting July
1. Price is \$4,000 a week.
Program, which is a Sunday sustainer, gives the brewer a top
star and director each week with
all other production elements included.

AM to Match

Continued from page 25 :

predicted that the growth of tele will simply be absorbed into the national tendency towards a short-er work week and more leisure time. Gerl said that tele would time. Gerl said that tele would probably stimulate greater devel-opments in the radio business. A. D. Plamondon, RMA director, voiced the opinion that TV would hypo the radio-tele field as a whole. He sald the entire electronic in-

hypo the radio-tele field as a whole. He sald the entire electronic industry "will gain ultimately if not immediately by the change."

Motorola president Paul Galvin believes that tele way change the character of radio but "certainly will not kill it any more than radio killed films or the record industry." Galvin predicted a switch from the console type of radio to greater use of portables which can be easily moved about the house.

Memphis-Don Lynch, w.k. radio Memphis—Don Lynch, w.k. radio salesman here was upped to commercial manager of WHIM by station director Patt McDonald this week (18). Lynch, who has been with local indic since station went on the air in July 29, 1946, is also prexy of Memphis Jaycees.

NAB Prepping

ture Programs, and John L. Sinn. prexy, World Broadcasting System. Successful formulae of recorded programs will be presented by Dick Redunond, program director of WHP. Harrisburg, Pa., and John Tinnea, assistant director of KWK. St. Louis.

Topnotch news men from the wire services will include John M. Cooper, director, radio department, INS; Phil Newsom, UP radio news manager, and Tom O'Neill, news director, AP.

Taiks on public interest programs will be given by Rex Howell, general manager, KFXJ, Grand Junction, Colo.; Ernie Brevik of WDAY, Fargo, N. D., and Ed Whiceler, assistant general manager, WWJ, Detroit.

ager, WW.J, Detroit.

Possibilities in planning programs for television will be given the Clinic by Charles A. Batson. editor of NAB's continuing report on video. Other talks will be given by Edgar Bill, prexy of WMBD. Peoria, IH; Chuck Worcester, farm director, WMT, Cedar Rapids; Lee Little, general manager, KTUC, Tucson; Royal V, Howard and Neal McNaughton of the NAB engineering department. gineering department.

'Town Meeting'

Continued from page 25

speaking reps of the foreign countries will take part in a typical Town Hall forum, which will be recorded and flown back for broadcast here. For airing overseas, the discussions will be restaged, with the foreign speakers using their native tongue and the American speakers' views being translated. In France the UN's simultaneous translation-headset system will be used.

In France the UN's simultaneous translation-headset system will be used.

Junket will take 65 days, from June 25 to Sept. 5, with the first broadcast to originate from London July 5. Topic tentatively set for the British program is the government's socialized medicine policy. Other subjects are being suggested by listeners, foreign embassies and public affairs officers.

Citics to be visited include London, Paris, Brussels, Berlin, Rome, Ankara. Beirut, Cairo, Calcutta, New Delhi, Manila, Hongkong, Shanghai, Tokyo and Honolulu.

Staff handling the junket is Denny; Mrs. Denny, his production assistant; Chester S. Williams, general manager; Mrs. Elizabeth Colclough, program director; and William Traum, business manager. Tony Hutson and Richard Ritter will handle engineering setup for ABC.

handle engineering setup for

'MATINEE AT MIDNIGHT' GOES CO-OP ON ABC NET

ABC is scheduling "Matinee at Midnight" for 100 top markets to be sold on participation basis. Show will originate at the Iceland. New York, with format including band, talent scout and guest celebs. Program will air full hour nightly with transcribed repeat in each time zone to hit midnight starting

Announcements on the 100 station hookup are tentatively set at \$350 each, with chain breaks going

WNEW RESUMES PITCH FOR A 50KW. GRANT

Washington, May 24. Now that its long battle with the Federal Communications Commission to get back into good grace is over WNEW in New York wants action on its application to increase its power from 10 kw to 50 kw. The application, pending since 1946, was held up along with graular license status of WNEW and transfer of WOV white the Commission was investigating charges of previously concealed ownership by Arde Bulova, majority owner of WNEW, in several New England stations. The Commission recently restored WNEW to regular status and approved the WOV transfer to Victory Broadcasting Co. but failed to act on the power increase. sion to get back into good grace is

victory Broadcasting Co. but failed to act on the power increase. A petition filed last week on be-half of the station asked for im-mediate approval of its power ap-plication, stating "there is now no reason" why the request should not be granted.

No 'More Beer' Until After 10 P. M. in Calgary

Calgary, Alta, May 24,
A Calgary radio station has agreed to a request of the 24-member Pastor's Gospel Fellowship and won't play the disk, "More Beer," until after 10 p.m., when the city's beer parlors have closed

closed.

Request was made by Rev. F.
W. Riegal, secretary of the Fel-lowship, who objected because the station played the song a short time before a religious pre-Easter

ABC Cites

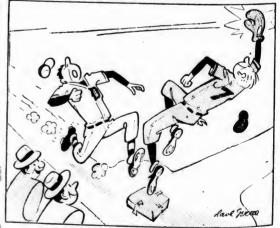
Continued from page 25

two class 1-A clear channel staions in the same city. However, it said, the forced separation of the Blue Network from NBC, which

Blue Network from NBC, which was for the purpose of fostering competition in radio, is not being served by allowing KOB to use 770. The web contended the Commission is being "obviously unfair" in giving "special consideration" to KOB, especially in view of its ruling in 1946 that all other applications on 770 or 1030 would be placed in its pending files, rather than be dismissed subject to reinstatement, until the clear channel case is decided. case is decided

It pointed out that KOB, previous to receiving its authorization for 770, had told the Commission it could use 1030 with 25kw at night without causing objectionable in-terference to WBZ, Boston, which uses the frequency.





"That's nothing—you should see him reach for his Wheatles-



Esquire Salutes

BUGS BAER SAYS

"There are more road

shows of Tommy Lyman than Carter has

Bing Crosby also Salutes Tommy on His June 1 Philco Show - ABC Network

Inside Stuff—Radio

WNYC, N. Y., has been receiving complaints from some listeners who feel the municipal station has been devoting too much time to broadcasts of United Nations sessions. To answer the beefs, the station is sending out letters in verse, explaining that while WNYC carries the UN programs, its usual classical music fare can be heard on WNYC-FM. The poesy goes, in part:

"If an FM set you have not

We think it wise if one you got.

You're missing hours of musical pleasure

By denying yourself this wonderful treasure.

Then you wouldn't have to listen to the United Nations.

Because of ail the music programs on FM stations.

From 7 a.m. 'til 1 in the morn

The best in radio is all yourn."

Mrs. Terry Linder, WNYC traffic assistant, edgar-guested the poem.

The House of Representatives Radio Gallery celebrated its 10th anniversary last Friday (201 with D. C. broadcasts by veteran commentators, including Elmer Davis, H. R. Baukhage, Robert McCormack, Earl Godwin, Dave Brinkhey, Leif Eid, Bill Shadel, Richard Eaton, Gil Kingsbury, George Reedy, Bill Coyle and Charles Parmer. Tribute to the Gallery was paid in the House last week by Rep. Francis Walter (D.-Pa.), who pointed to its growth from 26 members in 1939 to 185 today, the majority representing correspondents of independent stations and regional networks. Television news correspondents were admitted to membership in 1947.

Torchlight Productions, independent packaging outfit which is aiming at producing a topnotch dramatic series in which Negro and white thespers will work together, is looking for scripts. The organization has already lined up star dramatic talent but hasn't yet found vehicles "that are better than those of Lux Radio Theatre and Theatre Guild on the Air."

Programs using Negro and white actors have clicked as sustainers and on indie stations, Torchlight backers believe, but are still to be tried as commercial network stanzas. Material being sought is "powerful, original, important stories on warm, human themes." President of Torchlight is David Kaprolik. Jane White, who appeared in "Strange Fruit" on Broadway and who is the daughter of Walter White, head of the National Assn. for the Advancement of Colored People, is veepee in charge of production. Mitchell Grayson, former director of "New World A-Coming" and other award-winning programs, will direct.

Maurice Dreicer, who conducts "I Challenge You" on WEVD, N. Y. will leave June 7 for a three-month tour of Europe as special correspondent of WOR, N. Y. Using a portable battery recorder, Dreicer will transcribe interviews for "European Diary," a show he expects to

package.
Dreicer will visit AM and TV stations in Switzerland, England.
France, Italy and the Scandinavian countries gathering material for a book on broadcasting.

ABC reportedly has sold the Gladys Swarthout show on one leg of the network. Remainder of affiliates will sell it on a co-op basis. Pack-age, set by Radio Features, has singer backed by four-piece instru-mental group and will get a daily quarter-hour slot on the web.

WOR on Musical Binge

WOR, N. Y., is going in for more musical stanzas under the Influence of Julius Seebach, program v.p. who recently returned to the

v.p. who recently returned to the MBS outlet after several years at the Metropoitan Opera.

One new musical show to be aired soon is "Al Sation and his Hot Dogs," which comes from Sydney, Australia, on transcriptions. Sation's orch, which is billed as "somewhere between Spike Jones and the Korn Kobblers, with a British accent," uses whistles, bells, pistols and other slapstick instruments. The 15-minute recordings are produced by Amalgamated Wireless (Asia) Ltd.

minute recordings are produced by Amalgamated Wireless (Asia) Ltd. WOR is also developing a musical variety around Red Benson, quizmaster of the defunct "Movie Matinee." and Julie Conway, nitery chanteuse. Although lately an emcee, Benson, started as a singer and had his own vocal strip on WCAU, Philadelphia. A third stanza, in the audition stage, features Ireene Wicker, "The Singing Lady," and Al Grant and David Ross. As part of its musical hypo, WOR is also picking up more tune shows from Mutual.

San Anton' Mayor To Do 'Fireside Chats'

San Antonio, May 24. Mayor-elect Jack White is planning to emulate the late President

ning to emulate the late President Roosevelt by going on the air here for "fireside chats." Arrangements were being discussed by him and the KITE management. Plans also call for airings to be heard on a all-local station network.
Charles W. Baithrope, KITE owner and manager, has already offered free time for the series. Baithrope has suggested the "chats" be in five-minute broadcasts several times each week instead of one long weekly broadcast.

Meanwhile, Glen Krueger, KITE news director, has arranged with White for broadcasts of brief rewhite for broadcasts of brief re-ports on each council meeting. The plan calls for White to make a phone report which would be rec-orded at the station.

WLS, WSM, WLW Artists in Bid For Picnic Dates as Fairs Drop Off

Chicago, May 24.

Big three of midwest rural radio—WLS, Chicago, WSM, Nashville, and WLW, Cincinnati—report a sharp drop off in the number of fair dates signed up for talent by their artists service hureaus.

At the same time, the bureaus revealed that they are shopping vigorously in the market for picnies, special celebrations and city appearances because these types of promotions bring in fat contracts with a minimum of effort.

pearances because these types of promotions bring in fat contracts with a minimum of effort.

WLS service bureau manager George Ferguson reported that he has inked talent contracts with the state fairs of Illinois, Wisconsin and Indiana, large-type fairs like the Mississippi Valley Fair at Davenport, and the Michigan Upper Peninsula state fair.

Besides these big dates, 35-40 county fairs in 10 states have signed or are in process of signing, States covered are Illinois, Indiana, Wisconsin, Iowa, Minnesota, Nebraska, Michigan, Pennsylvania, New York and Ohio.

WLS artists will also do a heavy business in picnics and special affairs, Ferguson revealed. Almost 100 of these dates have been contracted.

Hitting the road this summer for

tracted.

Hitting the road this summer for WLS will be such rural drawing cards as Bob Atcher, Red Blanchard, the Sage Riders, Mac and Bob, Little Genevieve, Jimmy James, and Lulu Belle and Scotty. Smiley Burnett, Columbia pic cowboy comedian, has been added this year for some dates. for some dates.

for some dates.

WSM's Package Units

WSM artists service manager
James Denny reported that personal appearance business has picked
up this season over 1948. Denny is
specializing in arranging package
units for dates in the large cities.

Prime example of WSM's package is the unit composed of Ernest
Tubb, Minnie Pearl, Cowboy
Copas, Red Foiey and Rod Brasfield, which has been grossing \$35\$50,000 per week on personal appearances. 50,000 per week on personal apsic.

Both stations start their program

Denny indicated that while the switch June 1.

state fair business was not fully exploited this year, he planned to arrange a large package show for 1949 and dig hard for state fairs in

1949 and dig hard for state fairs in the midwest and south.

WLW promotion manager Ken Smith reported that his radio talent would make an appearance at the Ohio State Fair Aug. 27, butstered by a radio and TV promotion. He also reported 14 county fairs lined up in Ohio to date.

KPRC SHOW TO SEEK JOBS FOR CONVICTS

Houston, May 24. Road to civilian readjustment

for deserving convicts of Texas for deserving convicts of Texas' prison system will be smoothed by KPRC and the local Rotary Club in a new air show tagged, "30 Minutes Behind the Walls," which preems from Huntsville Prison next Saturday (28). On the initialer those due for discharge will summarize their job qualifications and aid of listeners will be sought in placing the men in gainful occupations.

in placing the men in gainful oc-cupations.

If the show proves effective, KPRC general manager Jack Har-ris declared, the station will pro-vide transcriptions for use of other Texas outlets. He also disclosed that the Houston Rotary has ap-propriated funds to defray cost of permanent broadcasting equip-ment at Huntsville. Prison airer is strictly a sustainer.

Chi FM Switches

Chicago, May 24.

Chicago, May 24.

WMOR (FM) has inked a contract with Consumers Aid to carry its broadcast Into 154 Jewel chain and indie grocery stores. WXRT
(FM) meanwhile dropped its pact with CA to devote 16 hours of daily programming to longhair mu-

look-it can be done almost with PENNIES!

SAY YOUR ADVERTISING appropriation is just "small stuff". You're kind of leery about radio because you think of it in terms of "big" shows.

Here at WOR we have personality powerhouses who are "big", but not in cost. For instance, take Martha Deane, a prize-winning, sales-making phenomenon. You can get this woman for \$600.00 a week, daytime on WOR. She can charm a majority of 29,000,000 people in 14-states. Maybe she can do for you what she did for a recent sponsor: Jumped his sales 200% above the same period during the previous year in the brief time of 7-weeks.

You can buy 5 spot announcements for \$500.00. Twenty-one of these

recently sent 5,000 customers into one WOR sponsor's 10 retail stores.

That's buying! That's the power of WOR!

How would you like WOR to sell your, or your client's wares that way for so little?

The place is



Low-Cost Radio

if a 'name' show gets a rating, GF is no longer interested. We prefer low-budgeted programs." [Food Tavern" package, with Gardner company this, season is lop-" insisting on a better deal; General log off Burns & Allen (\$16.000) and Foods considers Jack Carson (\$10,000), and instead 000 a week Friday night program is buying the moderately-budgeted "Goldbergs" for radio. Company also sponsors "Goldbergs" on TV.]

William S. Paley, CBS board chairman, who pacted Burns & Allen to a Columbia "exclusive" with a reported "security" provi-sion of \$17,500 a week, is reportedhaving his troubles wrapping up a client at that weekly figure.

TV-Minded

Accenting the "TV thinking" of sponsors was the decision of Ford Motor Co. this week to wipe the \$15,000-budgeted CBS "Ford Theare" off the radio books for keeps in favor of embracing video exclusively. Move follows on the heels of the Ford Dealers cancelling out the \$25,000-a-week Fred Allen show in order to plunge deeper into TV. Similar course has been taken by RCA, which is dropping the Robert Merrill-Boston Pops Sunday radio show on NBC, and Philico, which will not replace the Bing Crosby stanza on ABC, but will concentrate on tele programming.

No small factor in the current programming upheaval, and the "let's-keep-the-cheap-shows-and top-off-the-costly-ones" philosophy has been the payoff from such moderately-budgeted stanzas as "Crime Photographer." "Godfrey's Talent Seouts," "My Friend Irma." "Our Miss Brooks," etc., all coming within the \$6,000-\$7,500 weekly beacket. They've all spiraled into Top 15 Hooper prominence the past year, overshadowing the more costly personality shows. No small factor in the current costly personality shows

costly personality shows.

The number of top-budgeted showcasers parting company with sponsors is perhaps unprecedented. Al Jolson and his \$16,000 "Music Hall" NBC show is being topped; Ford and Ford Dealers call it quits with "Ford Theatre" and Fred Allen, respectively; Burns & Allen exit the General Foods roster;

Available!

The Happy Kitchen, one of the Midwest's oldest and

most popular women's pro-

grams, is conducted by Sally Baker, KMBC-KFRM Grad-

This 9 a.m. week-da

morning feature, on the air for almost 15 years, has

wide appeal and is deftly

Sally Baker

handled by Sally Baker. Her

easy manner, informative

household hints, recipes and

food suggestions are of

great interest to Heart of America listeners. Satisfied sponsors of the Happy Kitchen in the past

have included Allsw

Margarine, Nescafe, Knox Gelatine, Mason Jars, Norge

Contact us, or any Free & Peters "Colonel" for

Refrigerators and others.

availabilities!

uate Home Economist.

Foods considers Jack Carson's \$11,000 a week Friday night program too costly in terms of the rating payoff and is bowing out: International Silver has dropped the \$12,500-budgeted Ozzie & Harriet show for reasons of economy. The \$20,000 a week Eddie Cantor show has been remained by Parkt (following 1000 a week Lodde Cantor snow has been cancelled by Pabst (following failure to come to terms with the star on next season's Radio-TV program setup; he balked at doing both TV and AM), with Pabst in turn buying Irving Brecher's "Life of Riley," which Procter & Gamble drapped as a coin-sating expedient

Jolson and Cantor

Two of radio's veteran top-coin comics, Al Jolson and Eddie Cantor, both parting company with their sponsors at the end of the current sea son, may be back in the fall with drastically-revised pro-grams in keeping with the trend toward low-budgeted

shows.

In place of his present season's \$16,000-a-week showcase, Jolson may come to the post with a less costly package with the accent on nosage with the accent on nos-talgia and songs, rather than comedy, permitting for a lop-

comedy, permitting for a lop-off of top-coin scripters and supplementary talent fees. Departing from his comedy package for which Pabst has been paying \$20,000 a week. Cantor is playing with the idea of a program to show-case young talent and bring it in under a \$10,000 talent nut.

Dairies: has cancelled out of the \$12,500 Thursday night NBC show for a less expensive package.

812.500 Thursday night of a less expensive package.

Before Paley's Star Kick
The sponsor-agency thinking represents a major victory for the William S. Paley-inspired concept of low cost, house-built programming—before Paley went on a starbinge. This has been notably reflected in the commercial payoffs from such properties as "Irma," "Talent Scouts," "Suspense," "Talent Scouts," "Suspense," "Crime Photographer," "Miss Brooks," and "Favorite Husband. If the bigtime stars envision a radio show in their future, it's a "radio show in their future, it's a "Ill beaut to shave their

If the bigtime stars envision a radio show in their future, it's a certainty they'll have to shave their price and revamp their formats to permit for lopping off of \$750-\$1,000 a week writers and high-priced subsidiary talent, such as Oscar Levant sharing the No. 2 spot as a permanent on the Jolson show, and the like. The trend, web and agency execs agree, will be toward programs featuring smaller bands, accenting situation comedies bands, accenting situation comedies (sans stars) and writers who are willing to come down in their

price.

Working Actors More Saleable
On the theory that "a working star is always more saleable," some of the top stars are already thinking in terms of drastic format revamps to permit for cutrate attractions. They're all too familiar with such cases as Fanny Brice who, still clinging to her \$14,000 asking price for the "Baby Snooks" package, has been missing from the

asking price for the "Baby Snooks" package, has been missing from the airlanes for the past two seasons.

A breakdown of the Top 15 Hooper shows in the newest release reveals that only five are in the \$10,000 plus bracket. These include "Lux Radio Theatre," Jack Benny. Fibber McGee & Molly, Bob Hope and "Hit Parade." The remainder — "Irma." Walter Winchell, Dennis Day, Bob Hope. and "Hit Parade." The remainder "Irma." Walter Winchell, Dennis Day, Bob Hawk, "Talent Scouts." "People are Funny," Louella Parsons, "Suspense." "Crime Photographer" and "Stop the Music" (\$3,500 per 15-mlaute segment)—all conform to the present "keep the cost down" concept.

Pittsburgh — Bob Linville, formerly of WWVA in Wheeling, W. Va. has joined WCAE announcing staff. He was taken on when Carl Betz resigned to try his acting luck on Broadway. New Nancy Dixon on KQV beginning middle of June will be Cleda Clark, former femme commentator and continuity writer on WPIT. She replaces Rosalyn Kharlen, who married Dr. Zola Alpert last summer and wants to devote more time to domesticity.

Chi's 'Music for You'

Chicago, May 24.

Singers Billy Leach and Elaine Rogers head up a new Sunday 30-minute variety show to be aired from WBBM over the CBS net, starting May 29. Time slot is 3:30 p.m. (CDT).

Sustainer program, titled "Music For You," is written and produced by Skee Wolff. Skylarks quartet and Caesar Petrillo orch will back.

Mpls. Station Takes Over Amus. Park Sat. Nights To Air 5 Half-Hour Shows

Minneapolis May 24.

WCCO has turned the trick of taking over an entire amusement park for 212 hours on Saturday nights during the summer season to air five of its half-hour shows.

Excelsior Amusement Park will be headquarters for five sponsored programs staged in the park's pavilion, which seats 3 000. During the 212-hour series, park will close down all rides and lock up its roller coaster, which runs right by the pavilion. Deal was made after me pavilion. Deal was made after several WCCO spot moves to park, last summer attracted huge crowds which stuck around to take advan-tage of park facilities rest of the evening.

Shows, which begin at 6 p.m., include two talent contests with Cedric Adams as emcee, two barn dance sessions with Bob De Haven, and musical session with Clellan Card as m.c. and Tony Grise, once an Arthur Godfrey winner, as vocables calist.

Two of the shows, one Adams talent contest and the Card-Grise session, are transcribed at time for later broadcast. Sopened Saturday (21) and continue through the summer.

Today's TV Sets

Continued from page 26;

vision isn't competitive "it will end up like radio in England."

Great opportunities in television Great opportunities in television to promote education were seen by Dr. Franklin Dunham, chief of the Radio Division, U. S. Office of Education, who said the medium supplies what has been lacking in radio. He cautioned against merely showing radio programs on video and urged that the demonstration advantage of teslevision be fully exploited. exploited.

. Who Owns the Sets?

A remark by Dr. Paul F. Douglass, prexy of American University, moderator of the panel, that television receivers were largely in the hands of the wealthier people touched off a flurry of debate. Eugene Thomas, general manager of video station WOIC in the Capital, replied that present sel ownership actually represents a good cross section of the population. William McAndrew, general manager of NBC's video station, in Washington, WNBW, thereupon cited a survey showing 127° of sets in the hands of low income people and 40% in the moderate income group. A remark by Dr. Paul F. Doug

Two participants in the agreed that the effect of television on reading, if any, will be beneficial. Mrs. Gladys M. Jeselsohn, of the Wasbington Booksellers of the Wasbington Booksellers Assn., said video is likely to stimu-late both writing and reading. Book reading, she said, goes in cycles. Television, she thought, won't affect those cycles.

Stone Plans

launched May 16 when the puppet launched May 16 when the puppet appeared on the steps of the Capital In Washington, D.C., with Vice-President Alben W. Barkley and other top Government officials in connection with "I Am an American Day." Stunt was covered by both video and newsreel cameras. Stone is now planning also to take the Howdy Doody show on the road for live origination from other NBC-TV stations outside N.Y.
Dick Doan has been upped from

NBC-1V stations ourside (3.).
Dick Doan has been upped from publicity and promotion chird of Martin Stone Associates to administrative head of the firm. Bud Brandt, Doan's assistant heretotore, takes over as publicity director.

CIRCLING THE KILOCYCLES

Toronto—Jack Cooke, operator of CKEY, Toronto, has been signed as consultant to CKCO, Ottawa, and will advise on programming and sales. Plans call for a bigger staff and complete reorganization, to commence May 30. No change in ownership of the Ottawa station, according to Cooke, who is now daily commuting by plane between the two cities. two cities

Seattle — Gordon Tuell, president of Seattle AFRA local, has been elected president of the West Seattle Rotary Club Bill Ward now handling all night record show on KING, 12 midnight to 6 a.m.

Newark, N. J .- All offices Newark, N. J.—All offices of WAAT moving this week Into Mosque theatre building excepting programming, continuity and traffic which stay in Sheraton Hotel building where formerly quartered WAAT and WATV now have studios also in Mosque Theatre building, which is owned by the operating company.

Detroit—Michigan Drive-In The-atre Assn. Is dickering with Tony Weitzel and W.IR over sponsorship of his five-minute chatter pro-gram Monday through Friday. Pro-gram now is sustaining. Associa-tion commercials would stress ad-vantages of drive-ins for families.

Nashville—Jud Collins, WSM special events man, has just returned from Ft, Bragg, N. C., where he spent four days with Army forces on "Operation Tarheel." Collins made a series of recordings recounting actual scenes and waxing actual sounds of the simulated battles involving "Agressor" and defending forces. Units of the 3d Army, 82nd Airborne, 3d Cavalry and other outfits were involved. Broadcast was aired Friday (20).

San Antonio — W1111a m P. Smythe, commercial and sales pro-motion - memager has also been named general manager of KCOR. Charles F. Harris, Cormerly han-dling the post of manager has been named vice-president of KCOR. Inc.

Pampa, Tex.—Ken Palmer, program director for KPDN since 1947, has been named manager for the outlet replacing John Michel, who has resigned to become manager of KTRY, Bastrop, La.

Chleago—WXRT (FM) will spend its full schedule on classical mu-sic, starting May 30. Station for-merly devoted daytime hours to in-store broadcasting for Chi gro-cery chair. cery chain.

Seattle — Art Gerbel, Jr., sales manager of KJR, ABC outlet here, has been appointed to the Sales Managers' Executive Committee of the NAB by Justin Miller.

Chicago — WOAK (FM) celebrated its first anni last week with an FCC authorization to move from class A status to class B.

San Antonio — Tennessee Coal, Iron and Railroad Co., subsidiary of U. S. Strel, has renewed sponsorship of "Market Reports with Henry Howell" over WOAI for another year, as of May 30. The company has sponsored the program on Monday, Wednesday and Fridays without a break since December, 1946.

St. Joseph. Mo.—Bill Orum is the new sports director at KFEQ. He joined the station in time to begin broadcasts of the play-bp-play reports on the St. Joe Cardi-nal's baseball games. Plan is for him to continue to handle sports events, later taking up football and basketball in season.

Chicago — WJJD has started a five-minute weekly commentary by Congressman Sid Yales (D. Ill.) titled "Washington Story" Program will be transcribed in Washington and flown to Chi each week. Public servicer will be reaired at a later time by WMOR.

San Francisco — Sanford Spillman is new director of KPIX, succeeding Keith Kerby, whose resignation was announced recently. Spillman joined the KSFO staff in 1939 as news editor, writer and announcer.

Cleveland - Graybar Electric Co. has signed a 30-minute Monday-through-Friday 9 a.m. home visil by Bob Ledyard and his wife Rena Couple will visit some se-lected home, on the basis of in-

vitations, and join the hosts plus some picked guests in a half-hour kibitz entitled "Breakfast Party,"

Cleveland—WTAM's men bowlers won the inter-station howling league. Stations mow are preparing for their annual baseball league play with WGAR, defending champs, neeting WJW in opening match, June 14.

Houston—Corwin Riddell, w.k. newscaster is now being heard twice daily as newscaster for KTRH and KTRH-FM Riddell was formerly with WOAI and KABC, San Antonio.

RABC, San Antonio.

Pittsburgh—Breakfast Cheer coffee has renewed "Songs You Love to Hear" on KDKA for another year. Half-hour musicale every Monday evening at 7:30 features Johnny Kirby and Barbara Lee Owens, singers; Russ Merritt on the piano; Johnny Mitcheil at the organ and announcer Paul Shannon WMCK in McKeesport has installed a line at Bill Green's nitery and carries half-hour of music nightly, from 11:30 to midnight, by name bands playing that spot. Stephanie Diamond's Radio Reporter program on KDKA Monday evenings at 6:15 las faded for the summer. Show was a quarter-hour of buildup for KDKA features Carl Betz, WCAE announcer and a graduate of the Carnegie Tech drama school, has resigned from the station to try his acting luck on Broadway.

Seattle-Radio people here will Scattle—Radio people here will take over the newly-remodeled Washington State Press Club June 10 for a "Radio Night." Committee planning the party, which will feature town's leading air personalities, includes Lincoln Miller, KXA; Bill Ward, KING; George Dean, KOMO; Maltland Jordan, KJR, and Bob Kilpatrick, KXA.

New Tele Biz

New series for golfers debuted Monday (23) with pros Jinmy Hines and Johnny Revolta in 30 minutes once weekly via WGN-TV, Chicago. Series is sponsored by Andrews and Mission Hills golf clubs through Herbert Laufman & Associates, Chi, and will feature guest golfers and young woman taking complete instructions in installments. Czerwiec Lumber Cowill pick up tab for first half of Friday boxing matches for 19 weeks, placed direct.

RCA Victor ChI distributors will sponsor Ernie Simon's "Curbstone Citup" 15 m l n ut e s Monday-Wednesday-Friday sidewalk inter-view show, for 13 weeks Al Paul Leston agency, Chi, handles.

Leston agency, Chi, handles.
Hudson Motors, in television debut, has picked up sponsorship of the Telenews-INS daily news-reel over WJBK-TV, Detroit, Tenninute reel, to be aired Mondays through Fridays at 10 p.m., will be augmented by five minutes of local news. Agency is Brooks, Smith, French & Dorrance.

Snow Crop Marketers has been added to sponsor list on WJZ-TV's new daytime stanza, "Market Melodies." Maxon agency placed the 13-week contract.

"At the risk of being repetitions
red like to recommend once again
that Makes You Tick?"

Fournal, Portland, Oregon.

"WHAT MAKES ?. YOU TICK?

With JOHN K. M. McCAFFERY ADDISON SMITH

B* DAY JUNE 8TH

PARAMOUNT NEW YORK

* The Annalng Mr. Bullauline



WBKB, CHI, HAS PUPPET SUB FOR 'KUKLA' EXIT

Chicago, May 24.

wBKB will replace "Kula, Fran and Ollie" with another puppet program for kids after the Bur Tillstrom creation moves to NCB-TV this fall. New show is Les Tillstrom creation must be strong to this fall. New show is Les Weinrott production, presently undergoing secret rehearsals under direction of Bill Balaban.

Format will be a Hollywood setting with pigls laid out by scripters in contrast to the Tillstrom ad lib style. WBKB is grooming the

style. WBKB is show for CBS-TV.

Anthony Wayne Co. Drops Bid for WGL Purchase

Fort Wayne, May 24.

The Anthony Wayne Radio Co., Inc., has withdrawn its bid for WGL, Fort Wayne, owned by Farnsworth Television and Radio Co., leaving the way clear for purchase of the station by the News-Sentinel Broadcasting Co., Inc., only other contender for the property. Although Farnsworth is being sold to International Telephon and Telegraph Corp., the radio station, owned by Farnsworth since 1944, is not included in the deal. Withdrawal of Anthony Wayne firm was authorized by the FCC in Washington. Firm sought dismissal

nrm was autorized by the recumber washington. Firm sought dismissal of its application following denial of an amendment which would add six local stockholders to the firm. WGL is an affiliate of NBC.

Fireworks Due at Chi Video Council Meet Chicago, May 24.

Chicago, May 24.
Phonevision, plus Zenith's latest needling in the "obsolescene" skirmish, is expected to attract a heavy turnout for the Wednesday (25) meeting of the Chi Television Council. H. C. Bonfig. Zenith Corpore in charge of sales, is skedded for the main talk.
Besides pointing up the latest developments on Phonevision. Commander Eugene McDonald.
Jr.'s controversial pay-as-you-go device, Bonfig will fire the latest gun in the ultra-high frequency fight. vice, Bonfig will fire the latest and in the ultra-high frequency fight.

Oh, Wandering One

Detroit, May 24.

Is television a substitute for a conscience? WWJ-TV for a conscience? WWJ-TV is wondering. For the past five months its public service program, "Bureau of Missing Persons," has been proving that video can be used as an effective medium in enlisting the aid of civic-minded viewers.

In three cases, according to Sgt. Dorothy Kenyon of the Detroit police dept. the loca-

Detroit police dept. the location of missing persons was directly attributed to the telecast of photographs of the individuals. The show also has played an indirect part in almost a dozen other cases.

But the full conscience-power of television was not realized until last week when the picture of a gentleman, missing for four days, was flashed on the screen. A customer in a tavern, who had been watching the screen half-heartedly, sat bolt upright. "That's, me," he yelled. "But, I'm not missing." He was home within 15 minutes.

ABC, NBC MULL SHARING EMPIRE ST. BLDG. SITE

Top brass of ABC and NBC have been parleying for several weeks on the possibility of WJZ-TV sharing WNBC-TV's transmitter site atop the Empire State Building, N. Y. Network toppers confirmed the fact that discussions have been going on, but said they are still "in the exploratory stage."

Association, organized last year.

soing on. but said they are still "in the exploratory stage."

Should the site-sharing materialize, it would open the way for other New York video outlets to install their antennas on the building. Move would be a boon to viewers, it is felt, because the skyscraper is the highest point in the area, allowing for a clear signal, in addition, the fact that all channels were beamed from one point would make orientation of receiving antennas easier, with better reception resulting. While NBC-TV's antenna would remain at the tip of mooring mast, the other stations' equipment could be installed on the sides of the building.

'Who Said That?' Gets Cincy Spread for AVCO

Cincy Spread for AVCO

Cincinnati, May 24.

Here for a showcasing at a national sales powwow of distributors of tele and radio sets and refrigerators made by their tagger, the Crosley division of Avco, panel members of the "Who Said That?" NBC video quizzer, doubled Monday (23) in a special show on WLW-T, also an Avco holding, as a fund-raiser for local mentally handicapped children.

Regulars on hand were Ilka Chase, actress and author; George E, Allen, former Reconstruction Finance Corp. chief: Milton Caniff, cartoonist; Earl Wilson, columnist, and Robert Trout, emcee.

Talent was accompanied by Cecil Carmichael of the Benton & Bowles agency, paying his first visit to Cincy since 1942 when he resigned as publicity and exploitation director of WLW to join the NBC promotion department in New York.

PHILLY'S TELE ASSN. **ELECTS BERNSOHN HEAD**

Philadelphia, May 24. Al W. Bernsohn, TV publicity director for RCA-Victor, was elected president of Television

chairman of the board of governors.

Association, organized last year,
includes TV directors of agencies,
production and technical heads of
local video stations and members
of the trade press covering the
industry. Other officers named
include Hal Lamb, v.p. of GeareMarston agency; James Tabor,
sec'y. Richard A.- Foley Agency,
and Mrs. Billie Farren, treas.
Elected to the board of governors,
for 1949-50 term were E. E. Rogers,
Gray and Rogers; Edward A.
Davies, Dick Strome TV; Martin
Katz, WCAU-TV sales; James D.
McLean, Philco Corp.; R. J. Bowley, WPTZ chief engineer, and
Maurie Orodenker.

Tele Chatter

New York Museum of Modern Art screened

Media Productions' "Stronger" Sunday night (22), marking the first time it has scheduled a film made especially for television in its regespecially for television in its regjorie Shields now scripting commercials for Sunset Appliance
Stores on wrestling and the "Sport
of Call" show over WPIX
Martha Rountree's "Leave It to the
Girls" replacing "Lambs Gambol"
for General Foods in the Sunday
night at 8 slot over NBC-TV. starting Sunday (29) Number of DuMont performers scheduled to appear at the Veterans of Foreign
Wars' fair June 1 at Darien, Conn.
including Dennis James, Vincent
Lopez, Alan Logan trio with vocalist Sue Benjamin, Kathi Norris,
announcer Don Russell and golf
pro Johnny Farrell CampbellEwald's N. Y. tele department has
upped publication of its "Teletopics," designed to Inform agency
personnel and other agency offices
on TV, to a semi-monthly schedule
CBS-TV veepee J. L. Von
Volkenburg left for the Coast Monday (23) to onceover the web's opcrations there . "Benny Ruhin
Show," which took over the Friday
night at 9 slot four weeks ago with
an 8.3 Hooper, now up to 14 8.

Film scripter Ken Englund
readying an original musical comular Sunday night series

Film scripter Ken Englund readying an original musical com-edy for video, "The Spice of Life." for fall. Kenyon & Eckhardt in-terested.

Gene Hamilton is sprouting whiskers for a new jazz stanza. "Music Lovers Inc." which is expected to bow on ABC-TV Johnny Olsen, who does 18 shows a week, is a TV commuter. flying to Chi weekly for his Kleenex show Fridays then planing back for "What's My Name" Saturday afternoons on AM Richard Rawls, ABC-TV operations topper addressed Wilmington, Del., Lions last eve 'Tues.!.

John Wanamaker's has decided against a summer hiatus for "The Growing Paynes," which is being aired on 18 DuMont stations Sponsor feels the package has enough drawing power to hold a

summer audience, Abraham S, Ginnes, "Paynes" packager, has been pacted for another 13-week cycle of his "Family Closeup" series on ABC, which will resume on the web Sept. 11. Bennett Cerf being auditioned for several new TV literary quiz shows.

Hollywood

Hollywood

"Make Me Sing It" goes twice weekly over KLAC-TV, starting this week KFI-TV has picked up five national advertisers during the p as t week. International Sound Technicians will definitely set up a separate wage scale for television film producers though exact method has yet to be decided upon. William Cameron Menzies has been named consultant of scenie production on all live shows over KTTV. Edward "Ted" Haworth will join station as production facilities head. Rancho Soups will not pick up "Rancho Newsreel" being telensed over KTLA, when contract runs out in June. Can't sell soup in summer Lott Video Productions has completed a 10-minute telefim for Malibu realty group for \$950. KTTV has abandoned the filming of sput commercials in its own studies with staff personnel. Idea was conceived a convenience to advertisers but outlet couldn't put work on film any cheaper than studios.

Chicago

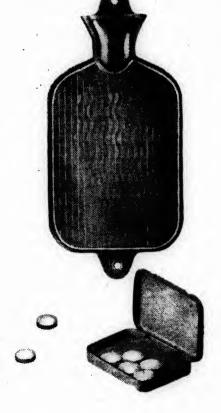
Hamilton is sprouting for a new jazz stanza. co." with Phil Patton and Greg overs Inc.", which is ex-

Garrison taking over his chores
Vern Brooks, operations director
WGN-TV, and Norman Felton, tele
producer for WNBQ, in TV symposium staged by American Federation of Arts convention. Ad exceEarle Ludgin likewise on panel
"Fun for the Money," participation quiz skedded by ABC-TV
for screening June 17, will feature
Johnny Olsen as emcee. James
Saphier package will be handled
by Foote. Cone & Belding agency
for Kleenex Ruthrauff & Ryan
tele director Fran Harris on New
York visit previous to exiting from
Chi office

DUMONT HAS NO AILING MOTHER-IN-LAW

The Dy Mont Television Network is unattached. It got where it is with no help from radio, and is under no compulsion to support radio in its declining years. Du Mont is selling television—the medium of today and tomorrow. The task of upholding the fading glories of dead yesterday is left to those who are stuck with it.





Band Business Speculates on Stand By Petrillo to Bar Foreign Outfits

bandleaders who have international reputations do not understand the sonsistent refusal of James C. gonsistent refusal of James C. Petrillo and the American Federation of Musicians to allow foreign musicians into the U. S. as a means of opening border barriers to other countries. They had hoped that the AFM's okaying of an English symphony orch to visit this country, in a sort of exchange arrangement via which the Philadelphia Orchestra is now in England, would be the lever that would pry the situation open for jazz and commercial outfits. But the refusal of the British Musicians Union to allow Benny Goodman into England because the AFM will not reciprocate, doesn't Indicate a softening attitude.

U. S. musikers do not find all borders closed to them. Most of the European continent is open to them, plus most of South America. But the countries that do allow entry without regard to the AFM's attitude toward foreign musicians are not as desirable for varying reasons, most of them monetary. England is looked upon as choice for many name bandleaders of this country. That was proven, if proof were necessary, by the tremendous interest by British music fans in Glenn Miller's U. S. Air Force band when that combo was there during the war, and in the Sam Donahue Navy band, originally ba torned by Slaw.

Agents and managers feel that opening the way toward frips by U. S. bands through England and other European countries is particularly desirable right now. The band business in the U. S. is at a low ebb anyway, and the foreign bookings would expand the scope of activity. Many of the top names have come up to replace them. They'd be fresh attractions in England and Europe and, by the same token, it's felt, top foreign bands could brighten the U. S. band situation by injecting that foreign 'atmsophere." Petrillo and the American Federation of Musicians to allow foreign

ation by injecting that foreign "atmsophere."

SHAW TO MAKE 1ST POP DISKS FOR COL.

Artie Shaw will make his first recordings for Columbia Records Corp.'s pop division next week, under the contract he signed with corp.s pop division next week, under the contract he signed with the diskery a couple months ago under which he's to record for both pop and Masterworks. He'll do a string of standards with a band of undisclosed size. He already has cut his first items for CRC's classical division.

Standards Shaw made for RCA-Victor when he was with that company are the mainstay of his Victor eatalog. Sales of his Victor sides are still hefty enough to have pald him royalties in six figures last year.

Shaw, incidentally, will take to the road this fall with a 43-piece concert orchestra which will play the music of American composers. Within the 43-piece wing band similar to the one which made his Victor sides, and his Gramercy Five, jump combo.

Cugat Sued for 30G In Santiago on Pact

In Santiago on Pact
Santiago, Chile, May 17.

Navier Cugat is being sued for \$30,000 damages by the impresario of the Rosedale auditorium, who claims that the bandleader failed to work with the 25 American nursiclans for which he contracted. Cugat used 21 U. S. musicians and filled in with three local sidemen. It's also claimed that Cugat Isiled to play the full engagement. Orch leader countered with charges that union regulations forced him to cut the booking short.

Cugat left Chile for the Embassy Club in Lima, Peru, after pulling up guarantees to settle any decision in the suit. Orch will follow with a six-week booking in Brazii and then will hop to Europe for engagements in Paris, London, Belgium, Spain and Switzerland.

Seal Level

Current hassle between the television broadcasters and the American Society of Com-posers, Authors and Publish-ers reached seal level last

ers reached seal level last week.

Young & Rubicam producer Frank K. Telford had hired Sharkey the seal for a spot on last Thursday night's (19) "Bigelow Show." It was to finish up doing a duet with Jerry Mahoney, ventro Paul Winchell's dummy, on "Popeye, the Sailor Man." Tune, only one the seal knew, is controlled by ASCAP. As a result, Telford was forced to have the mammal fake a public domain song, "Jeannie With the Light Brown Hair."

ASCAP tune was ruled out since the show is kinescoped, to be shown two weeks later on 11 stations, which would have brought them out after the June 1 deadline in force at that time. Unfortunate part of the affair was that the deadline was extended last Thursday afternoon to June 15 but Telford had already put the show into rehearsal.

PRE-PLANNING POLICY INSTITUTED BY DECCA

HNJIIIUED DI DECCA

Hollywood, May 24.

Decca has settled down to a more careful pre-planning of its product, according to Dave Kapp. "We've gone back to selling." he says, "and we want nothing but top-grade material."

There is now a conference table huddle before any record is chosen to be waxed by Decca. Kapp says lis company also is going to the pains of re-recording if a platter doesn't come off just right. Decca is holding back on the grooving of new times until the product of other companies can be assayed.

Cap Folds Brooklyn Branch in Economy

Hollywood, May 24.

Capitol Records has staked out the first of expected economy moves. Company is folding its Brooklyn record-distributing branch and in the future will service the entire metropolitan N. Y. area from its Manhattan distrib point.

Bob Besley, who ran the Brook-lyn counters, will be retained by Cap in another capacity.

Cap Switching D.C. Distrib Setup

Capitol Records intends droppong its owned and operated distributing point in Washington, D. C. Bill Hill, exec of the company's New York headquarters, was in D. C. yesterday (Tuesday) setting the plans under which Nelson & Co., indie distrib who handles Cap sides in Baltimore, will take over the operation of the D.C. outlet. outlet.

Cap's move insofar as the Washington branch is concerned may indicate a general switch by the company to outside distributors. Cap's business, as with all other major and minor diskeries, is down and owned and operated distributing points are a costly drain under such circumstances.

Capitol's only dispersal points Capitol's only dispersal points in the east not directly controlled by the company, are in Providence, Syracuse and Baltimore. These independer by owned operations were set up originally to hasten the flow of disks from owned and operated branches in nearby cities, such as Washington, Buffalo and Boston.

Decca Signs Carless

Decea Records has added Dor-othy Carless, English songstress, to its talent list. She cut her first side with Dick Haymes In New York last week.

the wife of actor

Jocks, Jukes and Disks

By BERNIE WOODS

Guy Lombardo "Four Winds and Seven Seas"-"When My Dream Boat Comes Home" (Deccat. Lombardo's cutting of "Four Winds" is not the equal of Sammy Kaye's (Victort, but it, too, clearly indicates the sales potentialities in the new ballad. It's finely turned by the band and the vocal is smartly done by Don Rodney, one of the writers of the melody. Flipover brings up a standard, a solid side that should be in all libraries of Lombardo material. Jimmy Brown vocals.

Skitch Henderson "How Many Is

Lombardo material. Jimmy Brown vocals.

Skitch Henderson "How Many Is Der of Ya". "Pattern in Lace" (Capitol). Henderson and Capitol seem to be getting as silly as Harry James and Columbia with his recent "Hatsville" release. Henderson's initial side doesn't require any Imagination to see it banned from disk Jock shows and other avenues of exploitation. If there were any reason for its release, there'd be some excuse. Reverse is a singularly cute, light, tastily arranged and played instrumental.

Bine Barron "I Had My Heart Set on You" "There's Yes Yes In Your Eyes" (M.G.-M). Barron's disking of "Heart" is expected to deliver big things. It's a good novelty-type tune played with a little and the reverse an oldie that gets the same sort of treatment and is a much superior melody. It has a solid chance to hit.

Elliot Lawrence "Gigolette". "Elevation" (Columbia). "Gigo-

superior melody. It has a solid chance to hit.

Elliot Lawrence "Gigolette".
"Elevation" (Columbia). "Gigolette" idete side is an inter-fixing piece of music that's unlikely to reach hit status, but is, nevertheless, well worth jock programming. Well arranged and played, the side would have been much more powerful as a straight instrumental: Jack Hunter's vocal disturbs the mood. Reverse is a hot instrumental with bop overtones that rocks and rides solidly.

Ella Fitzgerald "Lover's Gold" "Black Coffee" (Decca). "Gold" is another tune from which big things are expected. Could be, but there doesn't seem to be real b.o. power in it; it's a twin to last year's "Nature Boy" melody. Miss Fitzgerald cuts it smartly, with lush

string background under Gordon Jenkins baton. If the tune goes, this disk does, too. "Black Coffee" is a mood piece excellently turned by the singer. It'll be played often, but won't hit big.

George Shearing Quintette "September in the Rain"." Bop. Look and Listen" (M-G-M1. Blind plantist George Shearing's small group promises, on these recordings, to become a combination to be reckned with. His "September" side is swell, tasty light jazz with a commercial tinge backed by an excellent medium beat. Reverse is not as good, rather monotonous, but still holds interest.

Martha Tilton "Take Me Back". "Ballin' The Jack" (Capitol). A new duo of Capitol singers, Miss Tilton and Derwin make a good combination. Their first two sides are good, though neither is likely to hit hard. "Take" is a corny thing in good dance tempo that's cute listening; it'll fill anybody's program needs. "Jack." a mediumbeat item, clicks smoothly for them and gets good Frank DeVol backing.

Jack Kilty "Weddin' Day". "You Told a Lie" (M-G-M). Kilty makes good disks with almost any sort of material. These two sides, both are entertaining and good fare for jocks and jukes.

Platter Pointers

Platter Pointers

good fare for jocks and jukes.

*Platter Pointers

"Swiss Lullaby." a good-sounding tune, is nicely handled by Diek Thomas (Decca); he gets a lot out of "Queen of the Poconos," too..., Decca reissued Woody Herman's "I fain't Got Nothin' But the Blues" and "It Must Be Jelly" on Coral. King Records' Al Grant does a nice job on "Lover's Gold" with Leon Merian's or che sira. "In the Spring of the Year' turns up as a fine tune by Joe Graydon (Coral) with Four Hits and Miss Lee Richardson's string of standard Opelarke Continues in solid groose with "When the Sun Comes Out" Helen Lee, ex-Larry Clinton vocalist, singling on Builet disks; her "Cabaret" and "Gotta Love You Till I Die" both good Hoagy Carmichael's gravel throat smooths out "I've Been Hit" nicely for jock uses (Decca) Two-Ton Baker's vocal bounce makes a listenable side out of "Beautiful Blonde From Bashful Bend" (Mercury Mary Kave Trio struggles hard to ape Red Ingle's Capitol hit. "Timtay-shum," with "I'm In the Mood for Love" (Columbia, but il's oobviously affected Kate Smith injects croomer tricks into her "A Million Miles Away," a good side.

Standout western, polka, race, hillbilly, etc. "Blues Stay Away From My Door," Curley Kinsey (Mercury: "Il's Wrong to Love You Like I Do," Cowboy Copas (King; "Morning Star Polka," Romy Gosz Band (Coral): "If I Ever Find You Baby," Buddy Johnson (Mercury).

COLUMBIA PLATTERY

COLUMBIA FLATTERY SLASHING PERSONNEL

Hollywood, May 24.

Morty Palitz, Columbia Records recording chief here, has been released from his job in an economy move by the plattery. Ben Selvin, Coast head of Col's office, will take

coast head of Col's office, will take over Palitz' duties and continue with his own administrative work. Decision was decreed by Mannie Sacks, Col's v.p. in charge of populattering. Word from there is that there will be a large slashing of personnel all around. Sales are down about 30% under corresponding period of last year.

Batoneer Ventura Into Pix Distrib in Germany

Paris, May 11.

Bandleader Ray Ventura, who already is in the film biz here, as well as being a music publisher, is going into film distribution in Germany. Besides Ventura, the firm includes Georges Annon and Wolfgang Schmidt, latter with long UFA experience, who will head operations.

An office has already been opened in Munich and others are being planned for Hamburg, Dusseldorf and possibly Frankfurt.

Second Croun	
SO IN LOVE (5) (T. B. Harmst	Bing Crosby Decca Dinah Shore Columbia
I DON'T SEE ME (1) (Laurel)	A Gordon Jenkins Decea A Perry Como Victor
CARELESS HANDS (3) (Melrose)	Naumy Kaye Victor Mel Torme Capitol
CRUISING DOWN THE RIVER (15) (Spitzer)	
FOREVER AND EVER (5) Robbins)	Gracie Fields London Perry Como Victor
RED ROSES FOR BLUE LADY (14) (Mills)	Vaughn Monroe Victor Guy Lombardo Decca
BABY IT'S COLD OUTSIDE (3) (Melrose)	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
AGAIN (10) (Robbins)	Vera Lynn London
"A" YOU'RE ADORABLE (5) (Laurel)	Perry Como Victor I Tony Pastor Columbia
RIDERS IN THE SKY, (5) (Morris)	

FAR AWAY PLACES (Laucel)	Bing Crosby Decca
SOME ENCHANTED EVENING (Chappell)	Perry Como Victor
ALED TOU (CHOICE)	Stailord MacPage Conital
LOVE ME, LOVE ME, LOVE ME (Miller)	Eddy Howard Mercury
COMME CI COMME CA (Leeds)	Tony Martin Victor
CANDY KISSES (Hill & Range)	Eddy Howard Mercuru
SO TIRED (Glenmore)	Russ Mergan Decca
HOW IT LIES (Morris)) Bing Crosby Decca
MERRY GO ROUND WALTZ (Shapiro-R)	Ciny Lombardo Dagge
SOMEONE LIKE YOU (Harms)	Peggy Lee Capitol
FRUE TO YOU IN MY FASHION (T. B. Harms)	Dingh Shore Columbia
YOU BROKE YOUR PROMISE (Pic)	Paula Watson Supreme
DIDN'T KNOW GUN LOADED (Lewis) FOU, YOU, YOU ARE THE ONE (Campbell)	Kay Starr Capitol Betsy Gay Capitol
	Coral

[Figures in parentheses indicate number of weeks song has been in the Top 10.]

LESSER NAMES' FLEXIBLE PRICES

AFM, AGVA Heading for Showdown SEE STEADIER On Variety Acts That Play Music

American Federation of Musicians Battle with the American Guild of Variety Artists over vaude and nitery turns that perform music as part of their act. This info was bluntly of their act. This info was bluntly relayed to booking agency representatives here last week, who were called into meeting by excutives of Chi Local 10 of the AFM.

AFM.

Agents were warned that the AFM will suspend the license and expel any one of their number found guilty of recommending that a musical act playing vaude or nightcluhs should join AGVA. At the same time, Local 10 toppers told agents that any actor using a bonafide musical instrument in his turn must be or become a member of the AFM, or else. It was not explained what will happen if a turn is already a member of AGVA and is forced to join the AFM.

AFM.

Booking agents do not like the position in which they have been placed by the AFM and AGVA. Battle for jurisdiction over musical acts between the two unions has been at the skirmishing stage for some time and the agents are in the middle.

AGVA of course, demands that AGVA, of course, demands that any act playing vaude or niteries hold an AGVA card. Now the AFM says that any act using a musical instrument must hold an AFM card, and it's implied they cannot pay dues to AGVA. There are many turns whose b.o. rep was gained through musical channels, but not completely based on music. For example, Nellie Lutcher, a recording name, Miss but not completely based on music. For example, Nellie Lutcher, a recording name, Miss Lutcher plays plano and sings. Who has jurisdiction, the agents want to know? And they don't want to be put in the position of deciding, with retallatory rules threatening from either side.

Spike Jones' Big 1-Niter Payoff

Spike Jones' new policy of spreading out his one-nighters is paying off, according to the maestro. Jones feels that by maestro. Jones feels that by stretching the playdates over a large area, each engagement will have a bigger audience to draw from. Jones thinks that the \$1.112.313 gross obtained in his recent concert tour of 124 stands in 101 cities to be a direct result of the new policy.

in 101 cities to be a direct result of the new policy.

Jones' share of the gross was \$599.200. After a \$7.000 weekly payroll. 107; to Music Corp. of America plus traveling expenses.

Jones' corporation, Arena Stars.

Inc.. grossed around \$600.000.

During the 19.000-mile trek, Jones used two sheapers and a bragaste. used two sleepers and a baggage car which brought travel expenses to a \$700 daily average. However, Jones saved considerably on hotel const since the outfit lived abourd the trains. In only three towns, where two-nighters were played, were hotels used

here two-nighters were hotels used.
Jones taped his regular Cocaola show throughout the tour
hich brings in an additional
the brings in the show redefant at the which brings in an additional \$13,000 weekly. He's now re-hearsing for a June 6 stand at the Curran theatre, San Francisco. He gets 70% of the gross on that stand.

Sued in Chi on 'Lifts'

Chicago, May 24.
Three recording companies were sued in Chi federal district court last week by the Mars Music Publishing Co., which charged that they recorded songs lifted from its catalog.

Sult claims Apollo Records recorded "Atlantic Jump" and Capitol and MGM diskeries, "Just Reminiscing."

Cal. Band Subsidy Hollywood, May 24,

Complaint that its members would be hit by unemployment if

a state band subsidy goes through a state band subsidy goes through has been voiced to the California legislature by Local 47. American Federation of Musicians. Bill before the Senate, introduced by Senator Jack Tenny, calls for appropriation of \$15,000.

Local 47 is against the idea of a band that could be used to play at state fairs, concerts, political events and tours of California.

RCA in Switch On Pops—Making'Em As Hillbilly Items

nto the reverse switch of recording pop hit tunes as hillbilly items. In recent months it has been mostify the opposite—recording companies took to making western, hillbilly, and even race material, with top-name pop artists. Victor did that along with its rivals. But it also is going heavily for cutting pop hits as hillbilly and western sides with artists in that category. For example, Victor has ready for release a version of "Baby, It's Cold Outside." cut by Dottie Carter and Homer & Jethro, a hillbilly combination unknown in the pop field. Disk was made with spe-

billy combination unknown in the pop field. Disk was made with special lyrics added to the original lines, by permission of Frank Loesser, tune's writer. Company also has a western version of "Riders in the Sky" by the Sons of the Pioneers, backed by another new tune from which big things are expected in the pop field—"Room Full of Rooss." Both, of course, are sagebrush-flavored. But "Riders." for example, has made its heaviest hit in the pop field. Victor's sagebrush-flavored. But "Riders," for example, has made its heaviest hit in the pop field, Victor's Vaughn Monroe disking having moved very close this week to the 1.000.000 mark in copies shipped. "Room Full of Roses" was made as a pop side for Victor by Sammy Kaye's orchestra.

Glen Isle Casino May Forego Names If Policy

Glen Island Casino, New Rochelle, N. Y., may dispense with its name band policy this season after it plays Claude Thornhill's orchestra for four weeks, opening June 3. It's possible that after Thornhill clears out the spot will use non-name combinations of 10 o: 12 pieces to supply dance music. If that happens, it will be the first time since Glen Island incubated such hast ho, glants as Glen time since Glen Island Incumated such past ho, giants as Glen Gray's Casa Lomans, Larry Clin-ton and Glenn Miller, that it will have eased off the name hand idea.

have eased off the name hand idea. During the war, and every season since. Glen Isle has had a struggle. High prices for suitable names were claimed as the cause of its difficulties, combined with the lack of drawing power of those bands signed. This year, the spot opens May 26 with Paul Sparr's 10-piece orchestra, which holds until Thornhill arrives. If Thornhill doesn't produce big business It's very likely the spot will pick up additional non-name outfits for the remainder of the season.

BAND BUSINESS

lexible again in so far as well known but "secondary" b.o. names are concerned, and many booking agents and managers feel that the agents and managers feel that the trend will, by the end of the sumfer, bring about a steadier band business. Not since the middle of the war have prices on certain bands ranged so widely.

An example of what's occurring in the lagging band field is in the prices being taken tor one nationally known combo now on the road. This group has played and is

ly known combo now on the road. This group has played and is booked for college dates at \$2,000 and \$1,750 nightly—and it is accepting as low as \$400, guarantees for promotion one-nighters, to break jumps or just to fill what might otherwise be layoff dates. The figures are guaged to maintain a certain income over a seven-dear precio, And these \$400 ishe. tain a certain income over a seven-day period. And those \$400 jobs are just as valuable to help pay transportation costs, more so in the event that a hand would rather lay off than work for that kind of

Top Names at Top Prices
The inclination by many maesros to take what can be gotten on
ertain nights of the week rather name combos are still rigidly adhering to price quotations regardiess of circumstances. And, as a result, they find themselves with open dates or play for promoters on forced guarantees. In too many of the latter cases singular by obrodies have been taken by names expected to do husiness. Promoters paying high guarantees must hike admission prices in an effort to recover the coin—and high prices just aren't being paid by music fans in the hinterlands. Some of the best name maestros in the country have found that out recently.

cently.

Bookings for summer spots are good. The full quota of seasonal operations are buying. But's that's no assurance that business will be good. B. O. results in recent weeks on the top and lesser names have been spotly. The best have turned up sour results nearly as often as they did well. And promoters and some agents insist the high-price factor is to blame. It's felt that until the best names come down in price when it's necessary, as their lower-rated contemporaries are doing, the band big will be unsettled.

Casino May

NG With Thornhill

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BUDDY RICH JOINS **BROWN AS SIDEMAN**

BRUWN AS SIDEMAN

Buddy Rich goes back to being a sideman in a couple weeks, when he joins Les Brown's orchestra at the Palladium ballroom, Hollywood, and thereafter hits the road with the outfit. Rich signed an agreement with Brown, through the latter's manager, Joe Glaser, head of Associated Booking Corp. which will keep Rich with the outfit a minimum of 13 weeks at \$450 per. At the end of that time, he may return to maestroing under Glaser's management.

may return to maestroing under Glaser's management.
Rich, perhaps the highest poid sideman in the history of the name band business while he was with Tommy Dorsey (\$900 weekly), has had several bands since he left T.D. to go on his own. He did very well when he first organized his own could but thereafter found beginner than the second of the second base of the second base in the second base of the second base in the second base in the second base of the second base in the second bas outfits for the remainder of the season.

Ernest J. "Bud" Wendell, Budkey, has added to his choice by becoming an account executive and director of Bing & Hass Agency's television and radio activities.

Settlement Prospects Brighter As **ASCAP, TV Continue Negotiations**

Peony Park, Omaha,

Omaha, May 24.

Peony Park has worked out a deal for name bands and network remotes for the summer. Already signed are the Tommy Dorsey and signed are the Tommy Dorsey and the Jimmy Dorsey bands. They and others will do one-nighters at the Park's Royal Grove and the remotes will be over station WOW for NBC.

Old Gold's Ted Mack amateur show played to 5.00tt payees at Ak-Sar-Ben Coliseum Wednesday (18). Omaha Post of American Legion sponsored.

Decca's New 49c Disk Eyes 35c Market

label seems designed to get in on sity, Di-Tone and Spotlight-have to themselves for months.

had to themselves for months. And that's in the marketing of times that already are established hits, cut by artists who are familiar if not outstanding names. Decca has completed its first Vocalion issue and it will be on the stands by June 6. It consists of Bill Harrington, who replaces Frank Sinatra on the Lucky Strike "Hit Parade," doing "Some Enchanted Evening." "Bail Hai!" Alan Holmes orchestra. "Need You" "Hit Parade," doing "Some Enchanted Evening," Bali Har; "Alan Holmes orchestra, "Need You"-Five Foot Two;" Song Spinners, "Riders In the Sky"."Careless Hands;" "Roy Ross orchestra, "Forever and Ever"-Everywhere You Go," and "Merry Go Round Waltz" Blue Skirt Waltz; "Mervin Shriner (Hillbilly), "Lovesick Blues;" I'm Bitting My Fingernalis Thinking of You;" Ike Carpenter orch, "Wonderful Guy"."Do n't Cry, Cry Bahy;" Jimmy Seiph (hillbilly), "Don't Rob Another Man's Castle, "Candy Kisses;" Andy Kirk orch, "Hucklebuck"."Close Your Eyes;" A You're Adorable". "Baby, It's Cold Outside."
Decca isn't saying, but it's implied the talent involved is drawing flat salaries for the cutting of the tunes. At '49c for the disks.

Songwriter Pluggers Key to MPCE Snarl With Pubs on Pact

Music Publishers Contact Employees union stirred up music publisher bosses last week with a request that an additional sentence be inserted in Paragraph 9 of the recently formulated contract be-

be inserted in Paragraph 9 of the recently formulated contract between them. Pubs generally won't agree to it.

The paragraph decrees that publishers shall not employ songwriters to plug times unless they are MPCE members. However, writers plugging their own works are not disturbed. MPCE wants a sentence added to that which would make it clear that a pub cannot utilize the plugging activities of a songwriter in lieu of the services of an MPCE, member. That's all right, but the MPCE wants to be the judge of whether a songwriter is being used to displace a union man and, if it thinks so, that the publisher agree to obligate himself to order the writer to desist.

Pubs feel that agreeing to the clause would give the MPCE too much power in determining the line over which a songwriter might step.

tween the American Society Sets Dorsey Bands Composers, Authors and Publishers and the television networks be deadline for the removal of ASCAP tunes from video. ASCAP director board convenes for its resdirector board convenes for its reg-ular monthly meeting tomorrow (Thursday), and it's expected that an offer made late last week by the network reps will be placed before the board for consideration. This offer is asserted not to be com-pletely satisfactory, but it is better than the last one made by the Na-tional Assn. of Broadcasters nego-ciating committee to the Society's

than the last one made by the National Assn. of Broadcasters negotiating committee to the Society's tele committee, which was rejected.

In extending the deadline trom June 1 to June 15, ASCAP had tele in a bad position, and it could have exerted pressure. Okay for the extension was given Thursday (19) morning and the telecasters had to bave it in order to be free to plan ASCAP music for shows that evening, after which they were kinescoped for later showing in the midwest and Coast areas. Without the extension, ASCAP tunes would have been incligible for use on shows already planned and they would have had to be reconstructed.

with the yideo men since. Talk are being handled by ASCAP exec are being handled by ASCAP executives and individual network heads. Only member of tele's original NAB negotiating committee still participating in the talks is Theodore C. Streibert, president of WOR. New York, and chairman of the Mutual network's board. ASCAP's substitution of its execution of the substitution of its execution.

tee is deliberate.
Committees consist of, for ASCAP: Fred Ahlert, Society prez; Dick Murray, Oscar Hammerstein H, Stanley Adams, Herman Finklestein, attorney. For tele, there's Streihert, Charles R, Denny, exec v.p. of NBC; Joseph H, Ream, exec v.p., CBS; Mark Woods, ABC net prez; Mortiner Loewi, DuMont network chief.

Kenton Discusses Batonning Again

Stan Kenton huddled with Milt

Stan Kenton huddled with Milt Krasny, head of General Artists Corp's local office, Monday (23) over his foture. It's expected that eventually he will return to the band business. Kenton recently got back to the Coast after a long vacation trip to Sonth America. Kenton broke up his band some months ago after hlasting booking agencies for their failure to provide suitable location spots for jazz bands to work. It was his idea then that a string of "street-level, not basement" spots could be profitably operated to eater to jazz of the type his band and others feature.

Kenton also has been rumored

ature. = 4.... Kenton also has been rumored Kenton also has been rumoired often as going into the study of psychiatry. In fact, after he broke up his band the last time he was said to be heading into the study of medicine, which many of his friends and fans accepted as meaning psychiatry.

Ethel Smith's Click

MPCE wants to be the judge of whether a songwriter is being used to displace a union man and, if it thinks so, that the publisher agree to obligate himself to order the writer to desist.

Pubs feel that agreeing to the clause would give the MPCE too much power in determining the line over which a songwriter might step.

Coronet Music Supply Corp., chartered to conduct a publishing business in New York.

Ethel Smith, American organist and disker, after her ABC Theatre click here Thursday (12), will give a command performance for the Prince Regent at the Royal Palace Friday (20). Miss Smith's Decea Clause would give the MPCE too much power in determining the line over which a songwriter might step.

Coronet Music Supply Corp., chartered to conduct a publishing business in New York.

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"REQUEST" DISK JOCKEYS Ó AS POLLED VIA LEADING U.

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Z. Brenner-WAAT ENDING MAY 21 WEEK

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National Rating

This Last

2

4 3

Clarinetist Blows Up Rule Chaining Network Musicians to Jobs

Hollywood, May 24.

From now on musicians don't have to be retained for an entire season if they play on three consecutive network commercial programs, and they can also quit their jubs when they please. That ruling has followed a clash between Opic Cates, veteran clarinetist, and Musicians' Local 47, a battle won by the windjammer.

sicians' Local 41, a battle non-a-the windjammer. Law had been made by the local last December, after numerous members charged they were being hired and fired too frequently at the whims of those in charge of commercial programs. No network.

commercial programs. No network, ad agency or programming executive had questioned the ruling until Cates took up the cudgel when he became leader on the Lum'n Abner airshow.

He was nixed by Local 47 when he requested the right to make a few changes in personnel. But he wouldn't take "no." Instead, he whipped out a copy of the contract between the American Federation of Musicians and the four networks, signed last year. Clause in the contract says that an oreh leader can switch members at his

works, signed last year. Clause in the contract says that an orch leader can switch members at his own discretion. Local 47's board agreed that Cates had 'em.

Rule now scrapped provided that a musician who had worked three shows couldn't be dropped without serious grounds and a union trial board hearing, for 39 weeks (if show took a summer layoft), or 52 weeks if the show ran the whole year. There was also a provision that no sideman or orch manager, after working three consecutive after working three consecutive broadcasts, could quit summarily.

Temple Song Co. chartered to conduct a music publishing busi-ness in New York, with a capital stock of 200 shares, no par value

Keep your fans happy with low-cost POST CARDS Order fruit the **Postcard Reproductions** Fort Wayne, Indiana

THE RIGHT GIRL FOR ME

From M.G.M's "TAKE ME OUT TO THE BALL GAME"

recorded by

GORDON MacRAECapital FRANK SINATRAColu DERRY FALLIGANT

ROBBINS MUSIC CORPORATION

RED BLUE ROSES BLUE WALTZ LADY

THE DREAM OF OLWEN

MILLS MUSIC, INC

RARE RECORDINGS

the Lawrence, Fred and Adele, Tallulah Bankhend, Jean, Norma Shearer—and hundof other extremely rare stage recordings are available at OOK & RECORD SHOP

822 Madison Ave. (68th 81.) New York City. RE, 7-1810

RETAIL DISK BEST SELLERS

VARIETY Survey of retail disk best sellers, based on reports ob-tained from leading stores in 11 cities and showing com-parative sales rating for this and last week.

MAY 21

VAUGHN MONROF (Victor)
"Riders in the Sky"......

"Again"
PERRY COMO (Victor)
"Some Enchanted Evening"
RUSS MORGAN (Decca)

Artist, Label. Title

Week Ending

Kansas City-(Jenkins Music Co Indianapolis-(Pearson)

GORDON JENKINS (Decca)
"Again" 2 2 2 .. 2

russ morgan (Jecca)

"Forever and Ever"

D. SHORE-B. CLARK (Columbia)

"Baby, It's Cold Outside"

"PERRY COMO (Victor)

"Ball Ha'l" 6 RUSS MORGAN (Decea)
"Cruising Down the River" PERRY COMO (Victor)
"'A'—You're Adorable"
MEL TORME (Capitol)
"Again" 12 9 "Again"

JO STAFFORD-G. MacRAE (Capitol)
"'A'—You're Adorable"

RAY BOLGER (Decca)
"Once in Love With Amy" 10 11 14

"Once in Love With Amy"

G. JENKINS-STARDUSTERS (Dec
"I Don't See Me in Your Eyes"...

M. WHITING-J. MERCER (Capitol)
"Baby, It's Cold Outside".

BING CROSBY (Decca)
"Some Enchanted Evening"

PERRY COMO (Victor)
"Forever and Ever" 13B 9 14 BILLY ECKSTINE (M-G-M)
"A New Shade of Blues"
MEL TORME (Capitol)
"Careless Hands" 15A 15B 15 FRANKIE YANKOVIC (Columbia)
"Blue Skirt Waltz" 15C 16

GORDON MacRAE Capitoli
"So in Love"

DORIS DAY (Columbia)
"If I Could Be With You" 16A 13 16B ART MOONEY (M-G-M)
"Again" 16C

BLUE BARRON (M-G-M)
"Who's Girl Are You?" PEGGY LEE (Capitol)
"Ball Ha"

FRAN WARREN (Victor)
"A Wonderful Guy"

SAMMY KAYE (Victor)
"Kiss Me Sweet" 17A 18

17B 17C

FIVE TOP ALBUMS

SOUTH PACIFIC Broadway Cost Columbia

KISS ME, KATE Columbia

MANHATTAN TOWERS Gordon Jenkins Decca

TO MOTHER Eddy Arnold Victor

5 CONNECTICUT YANKEE Bing Crosby

8

7

7

Disk Best Sellers by Companies (Based on Points Earned)

Label	No. of Records	Points	Label	No. of Records	Points
Victor		220 159	Columbia	3	42 25
Capitol	6	81			

Upbeat New York

Cosy Cole replaced ailing Sidney Catlett with Louis Armstrong's small jazz combo . . . Shep Fields signed new agreement with Gensigned new agreement with Cen-eral Artists Corp. . . . Evelyn Knight got gold disk from Decca marking milliomth copy of "Little Bird Told Me," though disk has gone well over that figure . gone well over that figure
Junior Daniels signed by Discovery
Records
Diek Himber signed
to play Shamrock hotel, Houston,
opening June 23 as bandleader,
his first batoning stint in months;
more interested in magic
Columbia Microgroove equipment being used by 652 radio stations
Tex Beneke orchestra to cut transcriptions for NBC Thesanrus
Jacqueline Lehrich to do special
promotion for Coral Records
Milton Saunders orchestra held
over at Tavern-On-Green, making
tan of 20 weeks.

Chicago

Saxie Dowell giving up band to go into band and tune promotion in Chi . . . Lionel Hampton does one-nighter in Indianapolis June

17 . . . Charlie Ventura into 666
Club. June 13. for five days . . .
Art Mooney into Chi territory July
7-9 . . Phil Spitalny tentatively
set for Riverside theatre, Milwaukee, June 16. for a week . . Louis
Arustrong into Silbueutte, May 27.
for 10 days . . Disk jock Bill
Evans' "Wax and Needle Show!
taking a summer hiatus," and returns to WCFL in August . . Del
Courtney in Aluehlebach hotel.
Kansas City, June 1. for two weeks
. . Art Kassel skedded for Trocadero, Henderson, Ky., July 29, for
four weeks . . Jimmy Featherstone, entrently at Trionon ballroom, back there in August for
four weeks, on six-day-a-week set. City
Fastor set for Martinique Gardens,
new southside outdoor spot, June
15. followed by Sherman Hayes,
June 21; Del Courtney, July 3, and
Hal McIntyre, July 8. . Henry
Brandon into Schroeder
Milwaulkee, June 14-July
Brandon into Schroeder hotel,
Milwaulkee, June 14-July
Brandon into Schroeder hotel,
Milwaulkee, June 14-July 3. . .
Fred Beuson, Ray Anthony's manager, in town setting up midwest
dates . . Carbon Copies Trio into
Bruvette Club, Bockford, Ill., May
24. . . Leirb Barron, planist, going
Into eighth month at Sheraton
hotel . Another disk jockey
show tentatively set for Chicago
theatre, June 24. . . Jimmy HilHard, recording head of Coral

Charlie Ventura into 666 Records, back from Gotham, with the 13, for five days . . . tentative plans to move his Chi of-fice to New York

Retail Distribs Give Micro Players As Bonus to Disk Buyers

cases giving away to record buyers the new low-price 3313 rpm Microgroove players being made for Co-lumbia Records by VM, Inc., Chicago manufacturer. In many other cases record stores are giving the

cases record stores are giving the machines as bonus items with the purchase of a certain number of LP disks. Not many are selling them, according to a brief survey in the east.

Columbia ships the turntables, which are capable of playing all of the LP disks from seven to 12-inch, to distributors at \$8.85 each, which is about what they cost to make. Distribs are passing them on to retailers at the same price in some instances and with a few cents profit in others. From there on, the pieces are the retailers' own baby. They can be given away or handled as above. Columbia has quoted no prices for them in ads aimed at the public.

3 INDIES FACE ACTION ON PUB ROYALTIES

Exclusive. Tops and Coleman record labels each found themselves on the defensive end of a court action last week to recover royalty coin due music publishers on disk sales. Actions were instituted by Harry Fox, pubs' agent and trustee.

Exclusive. a Coast firm, hasn't paid pubs for two quarters and has not forwarded statements. Tops, another Coast indie, is in a similar position. Coleman Bros., Newark, There's no inkling of how much coin is involved. Fox wants an accounting. accounting.



Ever Welcome Pops CARMEN LOMBARDO'S

SNUGGLED ON YOUR SHOULDER

FEIST



SAVE!!

SUMMER TUXEDOES

Direct from Manufacturer

\$20.00

RICHARD WILLIAMS, INC.

43 West 23rd Street New York 10, N. Y.

ogging System

Richard Himber's new development in logging broadcast perform saces lists tunes in the survey, based on four major network schedules. They are compiled on the basis of 1 point for sustaining instrumental; 2 points for sustaining vocal; 3 for commercial instrumental; 4 for commercial vocal, respectively, in each of the 3 rajor territories, New York, Chicago and Coast. For example, a Commercial Vocal in all three territories counts 12. Added to these totals is the listener ratings of commercial shows. The first group consists of the top 30 songs. Week of Friday, May 13 to Thursday, May 19.

Songs	Publishers
A Chapter In My Life Called Mary	····· Shapiro-B
Again—†"Road House"	Robbins
A Wonderful Guy-*"South Pacific"	· · · · · · · · · · · Williamson
"A"-You're Adorable	Laurel
Rali Ha'i-*"South Pacific"	Williamson
Candy Kisses	
Careless Hands	Melrose
Comme Ci Comme Ca	Leeds
Don't Cry, Cry Baby	Santly
Everywhere You Go	Lombardo
Five Foot Two, Eyes of Blue	Feist
Forever and Ever	Robbins
Havin' a Wonderful Wish-†"Sorrowful Jones	" Paramount
How It Lies Hurry Hurry Hurry	Morris
Harry Hurry Hurry	Drever
It's a Big Wide Wonderful World	BMI
Kiss Me Sweet	Advanced
My One & Only Highland Fling-†"Barkleys of	Broadway" H Warren
Portrait of Jennie	Chappell
Powder Your Face With Sunshine	Lombardo
Red Roses For a Blue Lady	Mills
Riders in the Sky	Morris
Some Enchanted Evening-*"South Pacific"	Williamson
Someone Like You- "My Dream Is Yours"	Harme
Someone To Love	Warren Pub
Sunflower	Paramount
The Little Old Church Near Leicester Square	Oxford
The Streets of Laredo- "Streets of Laredo".	Famous
Underneath the Linden Tree	LaSalle
	Pic

You Broke Your Promise LaSalle
The remaining 20 songs, based on Richard Himber's new development
in logging broadcast performances.
Always True to You In My Fashion-*"Kiss Me Kate" T. B. Harms
Because You Love Me Remick
Cabaret Duchess
Coca Roca
Cruising Down the River Spitzer
I Didn't Know the Gun Was Loaded Lewis
If I Could Be With You- "Flamingo Road" Remick
I'll String Along With You Witmark
Johnny Get Your Girl Bourne
Love Me, Love Me, Love Me Miller
My Dream Is Yours—+"My Dream Is Yours" Witmark
Once and For Always—†"Connecticut Yankee" Melrose
Put Your Shoes On Lucy Bourne
So In Love—*"Kiss Me Kate" T. B. Harms
The Beautiful Blonde From Bashful Bend-"Beautiful Blonde" Miller
The Right Girl For Me—†"Take Me Out to the Ballgame" Robbins
Three Wishes
While the Angeles Was Dinging
While the Angelus Was Ringing
While We're Young Regen
You're Mine Porgie † Filmusical. * Legit Musical.

San Antonio Guitarist Held

San Antonio, May 24.

Morris Grant (Lucky) Ford was in the custody here of the FBJ following his arrest on a charge of violating the Selective Service Act. He has been a guitarist in a local hand



BOURNE INC. 7th Ave. New York

IDON'T SEE ME IN YOUR EYES ANYMORE

3

7

10

11

12

LITTLE OLD CHURCH NEAR LEICESTER SQUARE

OXFORD MUSIC CORP. 1619 Broadway, New York

Best British Sheet Sellers

(Week ending May 14) London, May 16.

London, May 16.

12th Street Rag. Chappell
Lavender Blue. Sun
Powder Your Face Chappell
Faraway Places Leeds
Shady Nook. Keith Prowse
On the 5:45. Strauss-Miller
Red Roses Wright
Can't Buy Killarney Maurice
Strawberry Moon. Kassner
Put Shoes on Lucy Gay
Put em in a Box Connelly
Cuckoo Waltz Keith P

Second 12

Wedding Lilli Marlene Wedding Lilli Marlene B&C It's Magic Connelly Behind the Clouds Feldman Heart Loch Lomond Unit When You're in Love Wood Candy Kisses Chappell Dreams Come True Wright Clopin Clopant Latin Amer. Forever and Ever F.D. & H. Beautiful Eyes Leeds Slow Boat to China Chappell Like Being in Love Fox

SQUARE HOP CALLERS **NEEDN'T BE MUSICIANS**

Hollywood, May 24. Square dance callers don't have to join the Musicians Union, ac-cording to ruling of Local 47 here. Western band leaders had asked for

Callers do not play instruments, and therefore needn't belong.

Band Review

CARMEN CAVALLARO ORCH.

CARMEN CAVALLARO ORCH.

(15)

With Bob Lido, Cavaliers (1)

Astor Roof, New York

Carmen Cavallaro has stepped down a considerable distance off that concert stage he's been on for the past couple of years and as a result he's playing prettier for the people, not to mention for the bo. It isn't so long ago that Cavallaro wouldn't have been caught on any bandstand tickling his keys with 'Candy Kisses' and tunes of that ilk, but he's doing that and other types of melodies that round out the performance of any current band that caters to the dance, on the Astor Roof, which he opened for the season last week 16).

Using 15 men — four sax, three

116:
Using 15 men—four sax, three trumpets, five strings, three rhythm, bellwethered by his own always taxtefully played and gently touched piano, Cavallaro is doing a good job. There's entertainment in the combo, too, from the Cavaliers, a quartet of vocalizing musicians grouped around Bob Lido, a nice looking guy who handles solo chores with good poise and voice.

In short, Cavallaro is a good

York jazz- spot. May 26. Group will follow the same format as that of the Memphis Five organand voice.

In short, Cavallaro is a good dance-beat buy, now that he's off that concert kick and back in Tin Pan Alley, And when he does get serious with "Warsaw Concerto" and other of his outstandingly-played longhair arrangements, the impact of the latter is that much greater.

Wood. Frank Signorelli. Tony Spargo, Jack Fay, Andy Russo and Phil Olivelli. Negotiations are on for remotes three nights a week over WOR, N.Y.

Bands at Hotel B.O

Weeks Past Played Week Eddy Duchin* Waldorf (400; \$2)

Nat Brandwynne* New Yorker (400; \$1-\$1.50)

Lawrence Welk Roosevelt (400; \$1.50-\$2)

Eddy Howard Statler (450; \$1.50-\$2) 2.325 17 825 4 325

* Waldorf, Morton Downey; New Yorker, ice revue.

Chicago

Chicago

Johnny Brewer (Swiss Chalet, Bismarck, 200; \$2.00 min.;\$1.05 cover).

Cass Franklin, Monica Moore and Brewer sock 2,000 tabs.

Dick LaSalle (Mayfair Room, Blackstone, 350; \$3.50 min.;\$1 cover).

Lena Horne near Kay Thompson's record with smash 3.850 covers.

Frankle Masters (Boulevard Room, Stevens, 773; \$3.50 min.;\$1 cover).

Masters and Ice Show dropped, but still okay 2,500 tabs.

Buddy Moreno (Marine Room, Edgewater, 700; \$1.20 cover). Conventions plus new revue; glant 4,500 covers.

Bill Snyder (College Inn, Sherman, 500; \$2.50-\$3.50 min.). "Salute To Rogers and Hammerstein." Boff 4,000 tabs.

Ted Straeter (Empire Room, Palmer House, 550; \$3.50 min.-\$1 cover).

De Marcos garnering nice 3,000 covers.

Location Jobs, Not in Hotels

(Chicago)

Blue Barron (Aragon; \$1-\$1.15 adm). Boff 19.500 admissions.

Cee Davidson (Chez Paree, 500; \$3.50 min.-\$1 cover). Tony Martin; strong 4.000 tabs.

Jimmy Featherstone (Trianon; \$1-\$1.15 adm.), Upped 12,000 admis-

Bobby Peters (Blackhawk, 500; \$2.50 min.). Petering to 1,500 covers.

Los Angeles

Leighton Noble (Ambassador, 900; \$1.50). With Frankie Laine head-lining. Fourth week; good 3.000 covers. Jan Garber (Biltmore, 900; \$1.\$1.50). Okay 2.300 covers. Ted Flo Rito (Beverly Hills, 300; \$4 min.). Doldrums; 900 covers.

(Los Angeles)

Les Brown (Palladium B., Hollywood, 3rd wk.). Profitable 14,500 admissions.

PHILLY AFM, WCAU AGREE TO CONCESSIONS

Philadelphia, May 24. Hassle between Local 77, American Federation of Musicians and WCAU was settled last week (20) when the union agreed to concessions asked by the station. Negotiations were stymied by the fact that WCAU had to ask relief on a recently signed two-year contract with Local 77.

Station became disgruntled when it learned rival Westinghouse Station KYW had settled for an eightpiece band +half the number employed by WCAU) and only had to come through with \$5 per man for extra sponsored shows. WCAU under the contract had to pay its musicians \$13 for extra commercials. Local 77 stuck to its contractual position and WCAU gave the band notice.

Understood the WCAU musicians went to the local's headquarters and squawked. WCAU, under new agreement, can ask for an extra hour playing time when needed and gets the extra commercials at the \$5 figure. it learned rival Westinghouse Sta-

Schmidt Music

97

78

75

45

44

2:

27

21

13

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Philadelphia, Minneapolis,

Indianapolis,

Franci

San

Tops of the Tops

Retail Disk Seller "Riders in the Sky"

Retail Sheet Music Seller 'Cruising Down the River'

"Most Requested" Disk Riders in the Sky

Seller on Coin Machines "Riders in the Sky'

Rest British Seller "12th Street Rag"



FRANKIE LAINE

PEGGY LEE'S Chesterfield Supper Club

Thursday-NBC



SANTLY-JOY, INC Eddie Joy-Gen. Prof. Mgr 1619 Broadway, New York

A NEW JIMMY McHUGH STANDARD

IT'S A MOST UNUSUAL DAY

Music by . . . JIMMY McHUGH ROBBINS MUSIC CORPORATION

RETAIL SHEET BEST SELLERS

- VARIETY

Napoleon to Nick's, N.Y.

ized about 25 years ago. Outfit, scheduled for an indefinite stay, includes Napoleon.

Phil Napoleon's Original Memphis Five opens at Nick's, New

> Survey of retail sheet music sales, based on reports obtained from leading stores in 11 cities and showing comparative sales rating for this and last week.

> > Week Ending

National Rating **MAY 21** This Last Title and Publisher

> "Cruising Down the River" (Spitzer) "Forever and Ever" (Robbins) "Again" (Robbins) "'A'-You're Adorable" (Laurel) "Riders in the Sky" (Morris) "Some Enchanted Evening" (Chappell)

5 "Bali Ha'i" (Chappell) "I Don't See in Your Eyes" (Laurel) "Sunflower" (Famous) 10 6 10 13 "Someone Like You" (Harms Inc.) 10 10 10

"Younger Than Springtime" (Chappell) "Far Away Places" (Laurel) "Powder Your Face" (Lombardo)

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os Ange

Vice Squad Sloughs Latin Casino, Philly, on Afterhours Operation Rap

night club, was raided by the Vice Squad early Friday (20) morning and Jack Lynch and five employees were arrested. The raiders oper-ating under secret orders to pre-vent a "leak," barged into the club at 3:40 a. m., an hour and 40 min-utes after the legal closing hour of 2 a. m.

More than 60 men and women More than 50 men and women patrons in the club were permitted to leave. Lynch, two waiters and three bartenders were taken to City Hall, where all but two of the bartenders were later discharged.

bartenders were later discharged.

Held as the manager of spot, Lynch was released when it was testified in police court that his function was merely that of impresario and gladhander. As all but two of the defendants walked out of the courtroom free, Police Inspector Craig Ellis asked District Attorney Thomas McFarland, Jr., to seek warrants for their rearrest.

Lynch wk nitery on, has been

to seek warrants for their rearrest.
Lynch, w.k. nitery op., has been
connected with the Latin Casino
for over a year. When Lynch went
into the spot he was given top billing. His name, bullt up through
his long years at the Adelphla and
later the Walton Roof, was considered an asset.

Lynch Only Fronting

Lynch Only Fronting

At the start of the current season, however, Harry Steinman fone of the owners of the club assumed responsibility for shows and management. Steinman policy was to book big name attractions, as evidenced by the Latin Casino this year, which presented Dean Martin and Jerry Lewis, Ritz Bros. Lena Horne, Gertrude Niesen, Tony Martin, Sophie Tucker,

Danny Thomas, Martha Raye, Rudy Vallee, etc.

Local night life was interested last week when the "Jack Lynch Presents" again appeared in ads and on marquee. Explanation at club was that Lynch name meant trade hypo badly needed in lagging business. Inside story avers club only showed substantial profit on Martin & Lewis, Lena Horne and Martha Raye, and took a terrific drubbing on some of the other high-priced bills.

Pro-Lynch faction also felt nit-

Pro-Lynch faction also felt nit-ery man could put in less costly attractions, without blowing \$5,000 to \$10,000 on a lead act, who might not bring them in.

First Lynch bill under new plan teed off Wednesday (18), with Joey Bishop, the Florida Trio, Galante & Leonardo, Paul Duke, Jack Cur-tis and Boots McKenna Girls fea-tured in low-budget production. Raid came two nights later.

'ICE CYCLES' SAILING FOR EUROPEAN DATES

Cast of "Ice Cycles," blades show of Arena Managers Assn.. sails tomorrow (Thurs.) for a 13 week stand at Empress Hall, London, starting June 17, and the Palais de Sports, Paris, starting Sept. 19. 1t's one of the largest icers ever to be exported from the U.S. with 80 performers on the roster. John Harris, Pittsburgh exhibitor and AMA official, will sail with troupe. Donna Atwood and Bobby

Donna Atwood and Bobby Specht, leads in the show, are flying over in advance.

Gene Baylos into the Latin Casino, Philadelphia, June 8.

BLACKBURN TWINS

Dancing Stars of the

MGM Spectacular Musical, "WORDS AND MUSIC"

Currently Appearing

PARAMOUNT, New York

After a Successful Engagement, Chicago, Chicago Thanks to HARRY LEVINE and Our Manager PEGGY LOEB

Cotillion's Finale Bill

Cotillion room of the Hotel Pierre, N. Y., is tentatively slated to close for the summer June 26, following run of Betty Jane Wat-son and Artini & Consuelo.

Room is slated to resume in Sep-tember with Stanley Melba return-ing as maestro and entertainment

Pitt.'s H'wood Bar Gets License Suspended On 'Prostie,' Gambling Raps

Pittsburgh, May 24.

Pittsburgh, May 24.

Liquor Control Board threw the book at Hollywood Show Bar last week when it suspended spot's license for 101 days, harshest penalty outside of revocation, and charged place is "operated as a house of assignation." According to booze licensees, Hollywood permitted prosties to frequent the bar, and allowed gambling.

Unlike other types of suspension, the 101-day penalty does not permit bar to continue operating upon payment of a \$10-a-day fine for every day of suspension. Spot, where a vaude policy was recently instituted, continues in business as usual, however, pending an appeal.

In 1947, Show Bar's license was commended for Technology.

In 1947, Show Bar's license was suspended for 75 days for possess-ing liquor not purchased through a state store, having untaxed liquor and for irregularities in its records. At that time, the suspension was paid off at the \$10 daily

D. C. Champagne Nitery Folds After Ops Drop 25G

Washington, May 24.

Washington, May 24.

Salle de Champagne nitery shuttered last week following a crack-down by Alcohol Control Board on charges of sales after hours and permitting bets to be taken in cafe. It was the latest in a considerable line of managements which has broken its back financially in the place, formerly the Club Cairo, located in the Cairo, hotel, Salle de Champagne was operated by Josh Levin and Robert Goodman, of New York, where they operate a similar establishment. Place opened under the new policy Jan. 14 last, with sumptous founges and easy chairs, lots of modern art and a plano player for entertainment. Business never was enough to get operation out of the red. Levin claimed he dropped \$25,000 in the venture.

Borscht Bowl Boils as AGVA Puts Heat On for More Catskill Cabbage

American Guild of Variety Artists over union's attempt to invoke an upped scale for member-performers playing that territory. Operators of the smaller hotels, principally hit by the new tariffs, and agents and bookers channeling in the talent, claim they'll fight the hikes to the hilt, and, if necessary, will supplant the acts with television and amateur shows until AGVA arbitrates the issue.

Associated Agents of America, whose membership lists a majority Associated Agents of America, whose membership lists a majority of agents and bookers servicing the spots, held conciliatory sessions with reps of the N. Y. local board of the union Monday night (23) for modification of the ukase, which union intends to invoke on coming weekend despite absence of any basic agreements with the resort operators. Hymic Goldstein, prexy of AAA. does not handle such bookings, but is carrying the ball for his members and what he terms "the small performers." He challenged the right of a handpicked few to dictate terms of the union. When notified that the board had rescluded a former agreement to call a special meeting and put the matter to a vote of member-acts who have traditionally played the mountains, he began and put the matter to a vote of member-acts who have traditionally played the mountains, he began setting plans for a mass meeting of performers to acquaint them with the small operators' problems. Spokesman for the Mountain Resort Owners Assn. also stated that if the spots are "sand-bagged by union" into accepting the hiked terms they will maintain former \$125 nightly budgets and use less talent. He further pointed out that by dropping of teams from bills in the several hundred of the smaller dining-room shows would create a new high in performer memployment and that such a victory would be a hollow triumph for AGVA.

New scale for the one-nighter dates is \$25 for singles: \$40 for doubles and \$55 for trios. These amounts are to be net, sans agents or bookers fee plus transportation, maintenance and insurance. With latter rider, agents and operators claim it would bring expenses up to \$40. \$60 and \$75. which small spots state are beyond their means. With cut scales for vacationers and reservations considerably be-

Plenty of pyrotechnics are anticipated over long Decoration Day weekend between operators of N. Y. mountain area hostelries and American Guild of Variety Artists

Jack Segal Loses Injunction Action Vs.

N. Y. Agent Group

Jack Segal, mountain resort
booker and former treasurer of
Associated Agents of America, lost
the first round of a skirmish to
have a dismissal rescinded and be
returned to membership in the
N. Y. agent group last Friday (20),
when Justice Miller in N. Y. su
preme court refused to issue a restraining order against the AAA,
Segal sought a restrainer on the

preme court refused to issue a restraining order against the AAA.

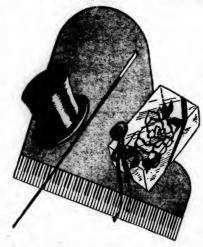
Segal sought a restrainer on the group in giving out what the organization claims as a "true cause of dismissal," with latter having stated Segal's handling of funds disclosed irregularities that were later made good, after case was called to attention of N. Y. district attorney's office, according to Hymie Goldstein, prez of the AAA and members of the governing board. When such testimony was reiterated by Marc Hermelin, agent group's attorney, Segal's petition was denied.

Segal had interposed that he had resigned from the AAA prior to notification of dismissal. This didn't stand up when it was proven by Hernelin, via records, that the resignation was not accepted and that after a checkup of funds entrusted to Segal's care, he was summarily dismissed, He later heckled for a membership vote on the dismissal, with majority ratifying the action of officers and governing board.

Marion Harris, Jr., Abroad

Marion Harris, Jr., Abroad Marion Harris, Jr. is returning to her native London early in June after she completes, her current engagement at the Savoy-Plaza hotel, N. Y. Although born in the States, she considers Britain her home.

Anna Sosenko, personal rep for Hildegarde, who has been guiding Miss Harris' new cafe career on a personal friendship basis, thinks that a whirl in London and on the Continent will endow her with enough of a European rep to cash in better in America next season.



Royalty in Song

NOBLE and KING HELD OVER GLASS HAT

Belmont Plaza, N. Y. Personal Direction

BAUM - NEWBORN 11 West 42nd Street New York City Phone: BRyant 9-6377

Variety, May 18, 1949

NOBLE & KING Songs, Piano 20 Mins.

Class Hat, N. Y.

Noble & King are a topnotch musical duo with a wide and varied repertory. Equipped with superb voices blended via intricate but lucid harmonies, team projects their numbers with an impressive dramatic quality, heightened by appropriate mood lighting. Noble works his baritone from behind a center-of-stage piano with Miss King carrying the dominant vocal melodies. Eddie Stone's orch, incidentally. does a fine job of backing up with soft instrumentation at the Belmont Plaza's Glass Hat.

Duo opens with a clever novelty number in which they do impressions of w. k. song stylists. Other selections range from sophisticated ballads through hillbilly tunes to spirituals, all rendered with skill and feeling.

VAUDE'S GREATEST 'AUDITION

Bankruptcy Snarl Will Stymie Reopening of Miami's Copa City

Plans to reopen Copa City in July were stymied when the Federal court appointed a receiver to prevent any further removal of property by alleged "preferred" creditors.

reditors.

The ill-fated swankery, which closed suddenly in April, has been chief topic of rumor and discussion in show biz circles here. According to the creditors' application to place it in receivership, attorney for the complainants wanted "to bring witnesses before the court for a full investigation of the affairs of Copa City."

Herbert N. Schwarz, attorney for Murray Weinger's Copa City, Inc., told the court that "without admitting any alleged acts of bankruptcy, we consent to the appointment of a receiver."

Action by the creditors came

pointment of a receiver."

Action by the creditors came after most of the furnishings of the Norman Bel Geddes designed room had been removed to a bonded warehouse. Receiver appointed was L. M. Gerstel. The complaint stated that the "alleged bankrupt... suddenly closed with a great quantity of foodstuffs and other property on hand... unable to pay its debts, submitted to hur(Continued on page 43)

(Continued on page 45)

Modernaires' Chi Date

Chicago, May 24.

The Modernaires are set for a four week engagement at the Palmer House's Empire Room here starting July 14. Quartet recently completed a two week stand at the Last Frontier hotel, Las Vegas.

Date marks first time for group at this spot.

Set for N. Y. Horseshoe
Pearl Bailey and Gil Lamb have
been signed to open Sunday (29)
at the Diamond Horseshoe, N. Y.
W. C. Handy, composer of "St.
Louis Blues," will work with Miss
Balley. Negro songstress was originally stated to open last week but
preem was put off to enable her
to work out some numbers with
Handy.

Newcomers are in addition to "Violins Over Broadway" running at spot for over a year.

Sally's Bouncer an Error. She Explains; Pays Off And Fans Back to Date

And Fans Back to Date

Pittsburgh, May 24.

Sally Rand hit front pages here last week when a check for \$3666 she had given the Pittsburgher Hotel in payment of bill during her recent engagement at the Nixon bounced. Joe Duddy, manager of the inn, immediately field charges of defrauding an innkeeper against the fan dancer but said he would drop them if immediate restitution was made.

Miss Rand, playing in Youngstown, O., at time, telegraphed cash to the Pittsburgher immediately, insisting the result of a clerical error and had no idea there weren't sufficient funds in her account to cover it. Youngstown police escorted her to the telegraph office while she forwarded the dough and then permitted her to go back.

The vaudeville business is cur-The vaudeville business is currently undergoing its most important audition in recent years. With the opening of the Palace, N. Y., Thursday (19), prevalent feeling is that if vaudeville makes good here, it'll get a route all over the country. Vaude as a hypo to various ailments of show business is on trial. With shortage of heavygrossing films and advent of video, the oldest show business form of entertainment—variety—is being subjected to its severest test.

The Palace is not only bucking

subjected to its severest test.

The Palace is not only bucking the current economic trends of the entertainment industry, but more directly the toponotch films in the Broadway showcases, the name competition of the presentation houses—Strand, Paramount, Capitol and Roxy plus the plush production of the nearby Radio City Music Hall.

In its favor, the venerable Palace

PALAGE BIZ KEY AGVA, AFM Dispute May Snafu **Vaude Policy in RKO N. Y. Theatres**

Dinty's, Albany, Playing Name Acts on Weekends

Albany, May 24.

Albany, May 24.
Dinty's Terrace Garden, on the Albany-Saratoga Road, has embarked on a policy of name acts for weekends, when a 75c charge is nade. Bert Wheeler topped bill past weekend, with Henny Youngman and Buddy Baer set for this week. Frances Langford and Tony Canzoneri are among others slated to appear. to appear.

Spot has a WROW wire for nightly broadcasts by Joe Caruso's orchestra and entertainers.

Atlantic City Preps For Record Influx On 3-Day Holiday Spree

Atlantic City, May 24.

With both piers open and special attractions set at theatres, hotels and nightclubs, resort is set to cater to holiday crowds expected on three-day Memorial Day week-end.

City fathers will put on a show for the newsreels with a King Nep-tune pageant, sparked by bathing beauties, and a fashion parade on the boardwalk.

Warner theatre is bringing in Dick Haymes and his stage show for the weekend (28-29). Night-clubs also are adding special talent to lure revellers.

All amusement biz was considerably hypoed this month by conven-

Jurisdictional dispute between the American Guild of Variety Artists and the American Federation of Musicians is reaching the explosive stage. Possibilities are that all New York RKO vaude operations, including the newly opened Palace theatre, may be involved in a strike between the talent union and musicians. Up to press time there was nothing near a settlement.

Jimmy Lyons, AGVA's eastern regional director, conferred with Sam Suber and Charles Iucci, president and secretary of Local 802, AFM, and meeting wound in an impasse. Solly Pernick, business agent of Local 1, International Alliance of Theatrical Stage Employees, acted as mediator.

In addition, De wey B arto, AGVA's administrative secretary, planed to Chicago last week in an effort to confer with James C. Petrillo, AFM president, but meeting didn't come off.

Jurisdictional tiff stems from an agreement reached several weeks ago between RKO and AGVA when Charlie Banks, permanent emcee at the RKO Regent theatre, N.Y., was dismissed and bandleader Lee Norman supplanted him. AGVA demanded severance pay for Banks and employment of another AGVA (Continued on page 45)

(Continued on page 45)

Biltmore Roof Readying

The Cascades, summer roof of the Biltmore hotel, N. Y., will op-erate with a band and production policy this year. Kathryn Duffy dancers have been set for opening show June 6. Jack Edwards band and the Har-old Nagel orch will alternate on the podium.

Salutes

from The Honey Dreamers

And: Grennan Bakeries for

premiering the

"Grennan Dessert Party*"

with the

Honey Dreamers

WENR-TV, Thurs.

9 p.m., C.S.T.

*To: Messrs. Bering and Byfield for

originating the current series

of "Salutes" (now in seventh

month) to Gershwin, Porter and Rogers and

Hammerstein* in

Chicago's famed

College Inn

*Opened May 17—Produced by SHERMAN MARKS

*Produced by Phil Bowman, Y&R

Management:

MUSIC CORPORATION OF AMERICA, CHICAGO

Personal Management: ART WARD

Night Club Reviews

Cafe Society, N. Y.
Juanita Hall, Irwin Corey,
George Shearing Orch. Cliff Jackson; \$3 minimum.

Cafe Society should have a strong business upbeat with this new lineup—for the late shows, at least. Chief attraction is Juanita Hall (New acts), who has gained a name for herself in the current Rodgers-Hammersteln click, "South Pacific." Because of the legiter, Miss Hall appears only in the midnlght and 2 a.m. shows, leaving the rest of the layout to take care of the dinner crowd. On opening night (17), the small group of 20-odd for the first show had swelled to, a near-capacity crowd for Miss Hall's first appearance.

Colored songstress wowed 'em opening night, coming on immediately after the George Shearing Orch had opened the show. That made it tough for Irwin Corey to follow, but comedian has the ability to gain attention fast and hold it. Intimate room is a good one for him to work and he lays it on thick with his absent-minded professor routine. Material, while standard with him, is fresh and his

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ABEL, VARIETY MARCH 9th, 1949

WM. MORRIS AGENCY

the Sleight-of-Handers."

CLINTON HOTEL 10th BELOW 200 OUTSIDE ROOMS from 12 DAILY SPECIAL WEEKLY RATES

itiful Air Conditioned Cocktail Lounge

topflight delivery, coupled with zany antics and queer-looking garb, pay off with hefty yocks. While he may not be sufficient lure on his own to attract payees for the din-ner show, he keeps them enter-tained.

ner show, he keeps them entertained.
Shearing, blind pianist imported from England, and his crew dish out sock music. Combine, comprising vibraharp, bass, drums and guitar, with Shearing's piano, open the show with a trilly instrumental number, followed by the leader's solo on 'Clair de Lune,' which he plays straight with considerable feeling. Windup is a fast tune spotlighting the drummer, which also gives the others a chance to show. Combo plays for dancing, too. mixing some toned-down boy with the straight pops. Cliff Jackson does well as the interlude pianist.

Stal.

Marine Room. (hi (EDGEWATER BEACH HOTEL) Chicago, May 18. Charlie Carts, Jayne & Adam Di Gatano, Mirianne Fedele, Preston Lambert, Dorothy Hild Dancers (6) Buddy Moreno Orch (12); \$1.20 cover.

This northshore spot buzzes with activity, with advent of warm weather; entertainment budget is upped and name bands are featured. First of lineup is Buddy Moreno. Shows with family appeal payoff here.

Charlle Carts. slight-of-hand trickster, keeps ringsiders amused, particularly when he puts groups of cards in pockets, asks patrons or remove them, then calls them, card-by-card without slipping.

Jayne and Adam DI Gatano, terpteam, click with their sleek rendlitions of "Dancing Tambourine," "I've Got You Under My Skin." and "You Know That I Know." Pair get plaudits on fast twirls and shoulder spins.

Dorothy Hild's production numbers, with Marianne Fedele and Preston Lambert on vocals, are eye-catchers from costuming angle, particularly the closer. "A Night in Rio." Buddy Moreno orch backs show capably, also getting them on the flour for customer dansapation.

Minn. Terrace. Mpls.
HOTEL NICOLLET
Minneapolis, May 21.
Benny Fields, Wayne Gregg
Orch. 112 with Lois Chapman; no
cover or minimum.

The years apparently increase Benny Field's potency as an entertainer. In this plushy room, the suave "minstrel man" cuts loses with songs and patter for plenty enthusiasm. And he seems better than age.

enthusiasm. And he seems better than ever:
His repertory includes the usual old faves like "I Can't Give You Anything But Love," "Me and My Gal." "I Didn's Want to Do It" and "April Showers" along with some of the newer numbers, such as "There's No Business Like Show Business" and "Let's Give It Back to the Indians," acted as well as sung in the slick Fields' manner, and interspersed with amusing yarns and a bit of clowning. Stops the show and has to beg off.
Wayne Gregg orchestra, held over, again comes through solidly for customer dancing. Rees.

College Inn, Chi

(HOTEL SHERMAN)
Chicago, May 19.
John Kriza. Ruth Ann Koesun,
Eric Braun, Honey Dreamers (5),
Harry Hall, Ralph Sterling, Gloria
Van. Charles Flynn, Bill Snyder's
Orch (10): \$2.50-\$3.50 minimum.

The "Salute" musicomedy presentations here, now in seventh month, is clicking solidly with cafegoers. Lalest in series, "Salute to Rodgers and Hammerstein," not only adds up as 50 minutes of exciting entertainment geared for all tastes, but surpasses the two previous productions (Gershwin-Porter) which, in themselves, were firstrate. Producer Sherman Marks, has quickened the pace and develooved the "blackout and spot" technique to best advantage thus far. Musical life of Rodgers and Hammerstein is embellished, rather than capsuled.

"June Is Busting Out All Over" serves as lively opener with entre cast, as Keith Textor of the Honey Dreamers takes over at finis for lyrical intro to production. Harry Hall and Gloria Van do neat dueting on "My Heart Stood Still" with Honey Dreamers coming in on "I Married an Angel" and "Everything I've Got." Charles Flynn, the "Jack Armstrong" of radio, carries narration to "Slaughter oheading Town the role of the Brunt rating kudos for their clever interpretive dancing.

Rodgers and Hammerstein are carried along from their carly Broadway musicals, through their including "Oklahoma!," "Carouse!," "Allegro" and topper, "South Pacific." High spots are Kriza, Koesun and Braun in "Allegro." which conductor Bill Snyder arranged from recordings, since title-tune itself was never published, Honey Dreamers' version of "Surrey With the Fringe On Top" and "Nothing Like a Dame." with Ralph Stering, Flynn and males members of the quintet.

Dreamers emerge as a mainstay of the production, with Lou Anderson providing yocks as funny man in the revue. Talented youngsters exhibit neat vocaling as harmony group or in single spots, as well as alert showmanship. Bob Davis, Keith Textor and Lou Anderson of the group also contributed to special musical arrangements with Bill Snyder.

Bentley Stone's choreography is complemented by performances of Kriza, Koesun and Braun with refired in slick fashion. "Salute" is sock nitery stuff both entertainment and bizwise.

Club Carnival, Mpls.
Minneapolis, May 21.
Jerry Colonna, Harmonica Rascals (6), Perry Martin Orch (12);
\$2.50 m.inimum.

cals '6'. Perry Martin Orch '12'; \$2.50 minimum.

Making his night club debut, Jerry Colonna exhibits the diverse talents which he has employed to advantage on radio, screen and stage in conjunction with Bob flope and alone. These talents include his unique and exaggerated singing style, tomfoolery and tromboning. While his present act falls short of nitery requirements, he apparently is a draw attraction, and that's important.

Introduced as "the professor." Colonna amuses with a "lecture" giving the lowdown on bebop. Some firstrate swing music on trombone, vocal of "Road to Mandalay." and other numbers, gags, stories and a bit of clowning precede a burlesque magic bit. Harmonica Rascals wham 'emthanks to Johnny Puleo's pantomimic and other hilarity and their hopnotch renditions of boff arrangements. Stopping the show, they click with "I Can't Give You Anything But Love." "Sabre Dance." "Sweet Sue," "Dreams in the Night." "Peg o' My Heart" and "Shiek of Araby. interspersed with slapstick and roughouse didoes plus Puleo's laughter-inciting pieces of business.

After Colonna's act, the Rascals are on again with the comedian for another brief funmaking session.

Perry Martin's orch fills assignment with usual efficiency and Martin tees show with his vocal of "I've Got You Under My Skin."

Peacock Court, S.F.

(MARK HOPKINS HOTEL) San Francisco, May 19. Julie Wilson, Henry King Orch

In the six months since her Frisco preem Julie Wilson has taken on a finesse which is clearly establishing her as unique among the performers who customarily take the local gentry in tow. Miss

Wilson is the first "no name" per-sonality in a long stretch to wrap up a hefty following on the local

sonality in a long stretch to wrap up a hefty following on the local scene.

Gowned in a blue-gray thing that was not intended to de-emphasize her torso. Miss Wilson opens with a tepid "In Love Wilth a Wonderful Guy," but hits safely immediately thereafter with "Mrs. Wiffingwell. Send Your Daughter to Paree." which has the proper effect on the art lovers cover-charged around the 450-seat room. From that point on she mixes her curves with such items as "Every Baby Needs a Daddy." "Don't Take Your Love From Me." "Tenement Sympiony." which the patronage passed over once lightly, and "Kinsey Report," which, on the other hand, is much appreciated. A more serious tune which registers is "So In Love."

The singing deftness of Miss Wilson, which gains considerable momentum, aid and comfort from her style, of which her silhouet is not an unessential ingredient, is obviously slanted to raise the eyebrows. And in this she succeeds both among the male and female contingents, not a trifling accomplishment in this essentially swank room. Her opening night bout drew two encores, and her bow off garnered a warm hand. Room was well filled at opener.

Music by Henry King orch is extended.

Mocambo, Hollywood

Hollywood, May 18.
Liberace, Regina (accompanied
by guitar trio), Eddie Oliver Orch
(5), Latin-Airs (5); minimum

Nine years is a long career for a Sunset Strip Nitery, so boniface Charlie Morrison is marking his ninth anniversary with considerable pride. To celebrate, he's using a two-act layout instead of the customary single-starred turns who've been the draw recently. As a result, the Mocambo is collecting its own birthday present in the form of good business.

Top-billed Liberace is playing a well-earned return date here. The customers are loath to let him go, even after half-an-hour of his Ingenious keyboarding. Eighty-eighter lets his fingers ramble from Brahms to 16-to-the-bar boogte with never a letdown. Part of the stint includes a self-composed lullay, which he sings with tenderness and feeling.

A clever showman. Liberace works with his own piano, alop which is perched a candelabra. It's just a little touch, but it makes the act a visual as well as audible treat. Whether it's on the boogie

act a visual as well as audible treat. Whether it's on the boogie beat on Chopin or Gershwin, he does a knockout job, with ease and

does a knockout job, with ease and class.

Singing chores are handled by Regina, a blonde looker recently returned from Latin-America. She concentrates on latune stuff, selling with a pleasant voice. Ballads are her best bet, however, partienlarly with a harmonizing guitar trio helping for south-of-the-border flavor. The routining, however, could stand a little revision with the emphasis more on stuff that's familiar to the Norte Americanos who've never been further south than the \$100 window at the Agua Caliente racetrack.

Eddie Oliver's muslcrew continues to do a fine job of dishing the pop stuff for terping with the Latin-Airs moving in as alternates to provide the beat for the congagation.

Mayfair Room, Chi

(BLACKSTONE HOTEL)
Chicago, May 23.
Lena Horne, Rhythm Trio, Dick
LaSalle Orch (12: \$3.50 mini.
mum, \$1 cover.

This plush room continues sell-out pace, with Lena Horne luring the carriage trade. It's her first appearance at the Mayfair Room and Intimate setup of spot enables her to hold audience more completely than at larger Chez Paree.

larger Chez Paree.

Backed in excellent manner by Luther Henderson, Jr., on piano;
Joe Benjamin, bass and Chico Hamilton on drums. Miss Horne gives out sockily with "You Do Something to Me." "Can't Help Loving That Man." Beale Street Blues" and "The Lady is a Tramp." Her slick salesmanship and rhythmic undertones embellishes renditions, lifting them from mere tunes to exciting vocal interpretations.

tions.

Applause registered after Miss Horne's exit, continuing through one dance number, brought song stress back for encores of "Deed I Do" and "I Get A Kick Out of You." Entire stint registers In cllck fashion. Dick LaSalle's orch as always comes through first rate on the danceables.

Greg.

THE NATION'S LEADING CONTROL ARTIST

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P.S.: Hey Look—Tracey and Hay, I finally made the Palace.

DICK BUCKLEY

Currently Appearing

2nd Week, ROXY, New York

I wish to Salute The Little Giant, Sir Harry Anger, of GAC, and a low bow to His Highness Sir Samuel Rausch, of the Roxy, and his Royal Staff.

Love Lord Buckley

Direction: GENERAL ARTISTS CORPORATION



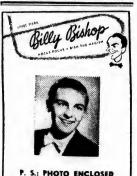
Vaude's Greatest 'Audition'

now a big deal when a customer can put a dollar-bill on the window and get some change.

\$17,000-\$18,000 Nut
The Palace with its 1.757 seats must keep most of them filled most of the time in order to meet its \$17,000-\$18,000 nut. It's a tough assignment under present conditions, especially since it's conceded that it will be difficult to get customers to climb up to the second balcony, consequently, the orchestra and loge floors must carry the major burden.

Meanwhile, the comeback of some form of vaude to the Palace has given the industry its greatest psychological lift in years. Agents and performers feel that the opening itself is a triumph for vaude. The performers who have been beached in front of the Palace for years now have more interesting surroundings. Agents feel that they now have a place to show their acts under favorable circumstances. What's more, it's felt that the public is on the side of the Palace. The contagion that greeted the opening Palace show is believed to be a manifestation of public desire. While the house was loaded with many oldtime vauders, agents and show biz reps, majority of the patrons were still the average payee. They apparently liked the fare being offered. Opening day's business was more than this house had had in some years under its former film policy, and to many customers, variety was a new thing that's been made popular by vaudeo.

Gus & Andy's Celebration
One of the day's most sentimental events was the shindig by Gus



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on the down-to-earth level, it's advertising bargain values of "8 Big Vaudeville Acts 8" plus a first run film (opener was 20th-Fox's "Canadian Pacific"), plus an attractive price policy. House is operating at 55c to noon and 95c evenings; \$1.20 top weekends. It's now a big deal when a customer can put a dollar-bill on the window and get some change.

\$17,000-\$18,000 Nut

The Palace with its 1.757 scats must keep most of then filled most of the time in order to meet its \$17,000-\$18,000 nut. It's a tough seismment under present condi
significant control of the time in order to meet its \$17,000-\$18,000 nut. It's a tough was closed, but were able to survive at one point due to the freshmoney invested by show biz nomoney invested by show biz nomoney invested by show biz nomoney invested by show blz no-tables. Gil Lamb is now the presi-

tables. Gil Lamb is now the president of the spot.

The Ponares Bros., patently ecstatic over the Palace preem, declared open house Thursday at a party honoring Bob Sylvester, clared open house Thursday at a party honoring Bob Sylvester, Daily News theatrical reporter. Joe Laurie, Jr., toastmastered. Event drew many vaude vets including Mabēl Ford, Lillian Shaw, Senator Murphy, Smith & Dale, Tom Patricola, Will Morrissey, all the performers on the current Palace bill and many agents including the ailing Max Hart, who percented some of the greatest names in showbuslness.

Event was tape-recorded by

showbusiness.
Event was tape-recorded by Dick Redmond of WHP, Harrisburg, stealing a march right from under the N. Y. network and indie stations. Out-of-towner recorded party as well as backstage interviews with the cast and visitiors.
According to the first week's indications the Palace may have a permanent policy. Business is beyond expectations and if it continues in that veln there will be more such showshops opening up around the country.

Bankruptcy Snarl

Continued from page 43

ried exploitation of these assets to

ried exploitation of these assets to satisfy a few creditors at the expense of many."

Weinger denied such allegations, calling them "ridiculous and untrue... there's nothing I did wrong." He stated the furnishings were removed to protect the creditors. In making the statement he referred to one of the complainants, the Maxwell Co. "When they refused to remove the furnishings I had them placed in a bonded warehouse." a bonded warehouse.

a nonded warehouse."
Weinger, who had planned on reopening this summer, with consent of the new owners of the lease, will meet with the creditors to try for an amicable settlement next week.

Saranac Lake

By Happy Benway
Saranac, May 24.

J. Arthur Slattery, ex-Rogerite
and former press agent, planed in
for recent checkup and given an
all-clear.
Ted Hooper, manager of Palace
theatre, Akron, in for rest and
observation. Ditto for John Rosenberg.

theatre, Akrun, in conservation. Ditto for John Rosenberg.
Joseph Essel, manager of Kallet theatre. Port Henry, N. Y., and Rosemary LaBalbo in to bedside Sam LaBalbo.
Joseph Vaughey, playwrlght, back in circulation in Denver after a tussle with pneumonia.
Sylvia Flamm planed in from N.Y.C. to visit Eugenie Reed, recuping from third Thoracoplasty operation.
Joe DeNicolo in for annual checkup, will remain in downtown colony for the summer.
Village Board has appointed Nancy Rogers and Patricia Fideler as supervisors of the William Morris Memorial Park, local children's playground.
Forrest (Slim) Glenn back at the

playground.
Forrest (Slim) Glenn back at the Rogers after a two-week furlough to N.Y.C. and Chester, Pa.
Write to those who are ill.

ARTISTS MANAGERS

Perspire in the City when you can do business in the most centrally lacated theatrical section of the Catskill Mountains at VILLA.

apts., alsa apts. with kitchen privilege.

\$150 per Season up

VILLA MALINY, FLEISCHMANS, NEW YORK

Indies Act-Grabbing

The major agencies are no longer sending act-lists to the booking offices. They claim the indicagents have been getting the lists, and attempting to grab acts away from their offices. They've been successful in taking quite a number away from major outfits. In the absence of lists, the agency reps are calling on the bookers, more frequently.

Walters Nips Songstress \$500 for Benefit Stints: Union May Step In

Frances Faye, singer-planist headlining current show at the Latin Quarter, N. Y., will file charges against Lou Walters, operator of the nitery, with American Guild of Variety Artists to recover \$500 deleted from her last week's paycheck for playing two benefit performances. Money was deducted when she was paid off Sunday (22) night.

Tom Cameron, Miss Faye's man-

Tom Cameron, Miss Faye's man-

Tom Cameron, Miss Faye's manager, stated she made a gratis appearance at a benefit for underprivileged children, and another for the Jewish War Veterans at Madison Square Garden, N. Y., for which she received \$200, since later had a talent budget.

Walters, who has been an adamant foe of benefit setups, clalms Miss Faye violated her contract with him by playing the benefits without his permission, on basis that her pact had a clause stating that any outside dates played during her engagement at the Latin Quarter would be penalized. Hence the \$500 fine was invoked. Matter will serve as a test case if and when threshed out at AGVA.

Marge and Gower Champion added to the June 7 layout for Riviera, Ft. Lee, N.J., headed by Tony Martin and including Jack

Spurs Better Service AGVA Delegates May Seek Revamp On National Setup at Chi Confab

AGVA-AFM

member as m.c. Compromise was reached whereby Banks got two weeks pay and Norman joined AGVA. Since agreement was reached, Norman has been getting an additional \$17.50 nightly for his additional chore. Two weeks ago, Local 802 demanded AGVA refund Norman a \$50 initiation fee he paid when joining that union. Latter refused and last Tuesday (18) musicians union refused to play for the acts. Local 802's position stems from AFM prexy Petrillo's ukase which forbids musicians from joining another union. However, RKO paid the performers for the unplayed show.

AGVA's Firm Stand
Similar condition may spread to other RKO houses if Regent tiff isn't settled. It's reported AGVA will not hedge on its stance despite any retaliation the musicians may take.

Insiders in both unions feel that the AGVA-AFM row on the Regent is a skirmish in a possible Petrilo campaign to have a greater hold in television. AFM head has been making inroads on AGVA's membership by declaring harmonic players, pianists-singers or any act using a musical instrument should come under jurisdiction of musicians union, not AGVA. If such a campaign is successful, Petrillo has a sufficient number of performers under control for a strong hold on video situation.

Danny Lewis, singer, and father of Jerry Lewis (Dean Martin &), makes his Broadway cafe bow tonight (Wed.) at the feeland, N. Y.

Guild of Variety Artists conven-tion slated for Sherman hotel. Chicago, starting June 6, may be one of the stormicst sessions of

the union.

Major fights are expected to



OPENING STRAND, New York

FOLLOWED BY CAPITOL WASHINGTON, D. C.

Personal Management: MARTIN-WORTH

Direction: GENERAL ARTISTS CORP.

House Reviews

Empress Hall, London

London, May 16. Gracie Fields, Terry Thomas, Al-bert & Les Ward, Paul Fenoulhet Orch with Dick James, Arthur Longs

This vast arena is more and more becoming the centre of popular entertainment. After a week of hypnotism. Gracie Fields bowed in to an audience of 8.000 for her Sunday nigh opening, and it is anticipated such attendance will be maintained throughout her week's

naintained choosestay.

Impressive audience for the occasion was undoubtedly London's tribute to her popularity and the thousands who turned out on a warm evening were amply repaid.

Appearing for 45 minutes before the interlude and returning for another half-hour in the second halfhalf-hour in the second half ow, Miss Fields gave the cus-

other half-nour in the second nair of show, Miss Fields gave the cus-tomers a brilliant night of song and laughter.

Drawing from a more extensive repertoire than usual, she blends many of her old faves with newer pop numbers. Vastness of the arena

many of her old faves with newer, pop numbers. Vastness of the arena made no difference in her hold on the audience, although other acts suffered in this direction. Terry Thomas, for example, whose BBC impressions have a wide following, didn't quite click, although his impersonations of the Ink Spots and Paul Robeson, among others, won applause. Arthur Jones provides a pleasing interlude at the organ and Albert and Les Ward contrib in some muslcal funstering which would have greater appeal in a more intimate theatre. Paul Fenoulhet's orchestra has two long sessions with Dick James doing the vocals.

Oriental, Chi

Chicago, May 19.

The Langs (6), Mischa Auer,
Dennis Sisters (2), 3 Stooges, Carl
Sands Orch: "Africa Speaks"
(UA).

It was rainy and cold outside and inside the reception was equally frigid. With the exception of the opener, rest of bill had an uphill climb to garner applause. Lang Troupe, youthful acros, score with perfect timing and somersaults. Climas by gal blindfolded, doing a two-and-half twist into a 14-foot high seat is a thriller that wins heavy applause.

Mischa Auer, from the films, gets his best results when mugging. His gags fall flat, but he gets hefty response for his pianoing of "Hold That Tiger" and "Tea for Two." Bit on the Russian soap opera switch is also funny and redeems earlier lag.

Dennis Sisters have an overlong into about Hollywood, which, if clipped, might register stronger. Their special on Holy Roller meeting also seems lengthy. Blonde member manages to gain a few chuckles, but audience doesn't warm up much.

Three Stooges haven't changed their routines, but with this house is doesn't seem to make much difference as the payees only seem to come alive when eye and nose gouging are at their peak. Trio run through travesty on "Wait Till the Sun Shines, Nellie" and several drawing room skits. The heavier the blue lines and situations, the greater the gutfaws. Hoke buck and wing makes a strong closer.

Carl Sands is backed neatly by the orchestra in his medley of "river songs" ending with nifty keyboarding of "Crusing Down the

he orchestra in his medley of river songs" ending with nifty teyboarding of "Cruising Down the River." keyboa River.

Capitol, Wash. Washington, May 24.

Mark, Russ & Owen, Kate Mur-th, Cardini, Frank Conville, Susan Fred Barry; "Barkleys of Broad-ay" (M.G.).

Capitol departs from standard four acts and experiments with five shorter acts. Effect gives layout pace and greater variety.

Headliner Cardini is his usual suave showman and stickster. Much of his technique is lost in this large auditorium, but there is enough to make impression. No allout reception as magician goes through his routine of snatching cards, eigarettes and lighted matches out of the air and exhibiting some hair trigger juggling. However, act builds and he walks off to hefty mitting.

off to hefty mitting
Kate Murtah, comedy chantoosey, specializing in slapstick imitations, proves surprise of bill and
stopped show when caught. She
leads off straight, with a routine
blues version of "My Bill," which
garners mild ripples. Then she
sails into a dance studio number
that pulls abundance of belly-

laughs. Song, "Senorita Chiquita." is literally acted out, with singer-taking off dance types. Appeal is visual as well as auditory, with body twists and acting out of lyries ribitickling. Final number satirizes parlor singers, including the whiskey tenor, and rates the laughs and curtain calls it gets.

Comic Frank Conville doesn't quite jell in his familiar "little man" line of gags and clowning. Uses tall femme for contrast. Builds as he goes along and works up to nice finish with a convincing Charles Chaplin impresh, but pace could be hypoed by perking up opening chatter.

Curtain raisers Mark Russ &

could be hypoed by perking op-opening chatter.

Curtain raisers Mark. Russ & Owen, acros, get laughs by dint of fast tumbling and pyramid work via comic effect of midget partner wedged between normal size partner wedged between normal size partner via comic effect of midget partner wedged between normal size partners. Act is a quickle that gets neat appreciation. Winding bill is graceful terp team, Susan & Fred Barry, in a ballroom whirl on the soft and light side. They're not of the dazzling variety, but click with their nifty routines.

Apollo, N. Y.

Illinois Jacquet Band (8). Derby Wilson, Joyner & Foster, Martet & Lucia, Rae Pearl, Tab Smith Band (12): "Boston Blackie's Chinese Adventure" (Col).

There's music in abundance on the Apollo bill currently, but plenty of solid entertainment also in the supporting acts, to make for a fast, pleasing session. Illinois Jacquet's eight-man crew is high-lighted for marquee lure, with Tab for a fast, pleasing session. Illinois Jacquet's eight-man crew is highlighted for marquee lure, with Tab Smith's larger outfit, probably somewhat under wraps so as not to conflict with the topliner, backing the acts. However, it also manages to give out in a couple of sizzlers on its own. Torrid opener sets things for Martez & Lucia, mixed ofay acro team with excellent routine, that gets deserved appreciation. It's a slick act for any theatre.

Rae Pearl, sultry songstress, does a neat job on a brace of ballads.

Rae Pearl, sultry songstress, does a neat job on a brace of ballads, making way for male comedy team of Joyner & Foster, whose clowning and hoofing ring the applause bell. Clever crossfire gab is topped by their razor derby for a slick finish. Band takes over for a solid workout on "Jack, the Bellboy," which gives maestro Smith and his siddemen a real occopatinity to which gives maestro Smith and his sidemen a real opportunity to shine. Combo of three rhythm, five reeds and four brasses pitched in loud tempo are sufficiently brassy to please the clientele. Derby Wilson, slick terpster of Bill Robinson genre, scores, as usual, with topdrawer terps, interspersed with gags.

Jacquet's crew holds closing slot and really cooks with commercial arrangements and sock Instrumentation on "Snake Pit Boogie," Black Velvet" and other items.

ration on "Snake Pit Boogie."
"Black Velvet" and other items.
Maestro, who formerly headed a
king-sized outfit, has telescoped his king-sized outfit, has telescoped nispresent one to eight men. viz. three rhyhtm, two sax (including the stick waver), trombone and two trumpets. Condensed outfit is as good, if not superior, to former setup, and is a big click here.

Edba.

Tivoli, S. F.

San Francisco, May 20. Max Baer, Miller & Lee Aubrey, Valentine, Jean Dancers (5), Ralph W House Orch (8); "Gallant (EL) (re-issue) and "Clo Miller & Lee, Will entine, Jean Devlin (5), Ralph Williams Will "Close I'u

Rusty timing and dated material make this bill less than satisfying. Max Baer, as emece, quondam yarn-splnner and singer of one song (a takeoff of Phil Harris' "That's Wha! I Like About the South")* punches over with a big portion of appeal and charm but suffers from lack of good material and pacing. Given some solid vaude standards, plus coaching in nd pacing. suffers from lack of good material and pacing. Given some solid vaude standards, plus coaching in timing. Baer could justify topping a bill as a single. Baer projects okay and has the voice, looks and stage-ease to frame a well-contined landout of patter. In his case, notwithstanding his name appeal, there is no substitute for good material.

terial.
Will Aubrey, guitar-strumming Will Aubrey, guitar-strumming bard, has pin-point timing, and his voice and style hold on to their oldtime effectiveness, but much of his material has little more than sentiment to keep It above water. His "Silvery Moon" and "Mary display sure showmanship, and there remains warmth that comes from years of knowhow, but his act needs work and material. He got a hefty hand.

Miller and Lee, using an income

got a hefty hand.

Miller and Lee, using an income tax from as a foll for their comedy, brought a sock hand. Turning in a solid juggling performance. Val-

(Continued on page 47)

The Palace's 1913 Opener

As for the 1913 debut Palace bill, it opened with the Palace Girls (line); McIntyre & Harty deuced but were pulled after the first matinee and replaced by Taylor Holmes, who w voted "not guilty" as a monologist; "Speaking Father" (sketch next; No. voted not guilty as a \$2 monologist; "Speaking to Father" (sketch) next; No. 4. The Four Vanis, wire act including a female impersonator; Hearst cartoonist Hy Mayer and Ed Wynn & Co., both under New Acts, were next; Ota Gygi (billed as the "Spanish court violinist") followed, preceding La Napierskowa, classical coocher, in the next-to-closing; and "The Eternal Waltz." flash act with Mabel Berra, Cyril Chadwick & Co., closing.

closing.
Incidentally, the special New Act review on Ed Wynn & Co., offering "The King's Jester" (comedy sketch; 14 mins.), unfatteringly tagged it "small time speed."

Palace Clicks Big

Continued from page 2

medley received a gatling-gun acclaim that bordered on cheers. And then in rapid succession were unreeled eight acts that blended the modern and a touch of nostalgia for a rousing payoff. It was capped by an added starter in Pat Rooney, who was introduced by Milton Berle, who came on "un-expectedly" from the audience to expectedly" from the audience to

expectedly from the addrence to round out the gala. RKO Theatres veepee Sol Schwartz, his chief aide. Bill Howard, and booker Dan Friendly whipped up a well-balanced eight-act bill and should be able to conact bill and should be able to continue doing so within the \$3,000±84,000 weekly budget requirements. The Thursday mat rail-birds and the entire postmortem palayer around the 47th Street corner ya-ta-taed a few million words on "we hope this gets over but they should done" so-and-so. This runs the gamut from "if it must be pop-priced, then it should be reserved seat." to Phil Baker's trank proposal to Schwartz that Baker could line up the biggest (Baker) could line up the biggest names on a sentimental basis for an out-and-out return to the twoan out and a-day.
\$30,000 Gross Possible

Malcolm Kingsberg, prez of PKO Theatres, and Schwartz, know the economics of their oper-ation best. At 55c (till noon) and ation best. At 55c (till noon) and 95c weekdays (\$1.20 top on week-ends), a \$30.000 gross is possible, which would spell a \$13.000 net profit under the current operation. Firstrun features cost \$3.000; the vaudeville ditto, up to \$4,000 maximum; the house rent and nut musicians. stagehands) around

maximum; the house rent and nut imusicians, stagehands) around \$85,500 and the rest for lobby bally, advertising, etc.

There's no question about the timing for a return to round actors is propitious. No question but that the Palace must hold the line on budgets if it's to continue with a firstrun film policy. If the final equation is the type of picture product, then it becomes once again a case of the picture being the dominant draw. As presently constituted, a well-balanced eight-act bill should prove at least 50%, potent at the boxoffice, and certainly in the opening weeks the balance of the bo. power lies with the vaude,

Apurt from a show that

Apart from a show that exceeded s inlended 70-75 minutes sched-le by running 20 minutes over. ule by running 20 minutes over, and a possible reshuffling to bring the fast-stepping colored act. Cook & Brown, next-to-closing, it was a well laid out show. As it was, Jerry Wayne segued ito comedienne Lorraine Rognan's contortive comedy in "three" tred velvet drapes; and into "tour" for the finaleing Dollinoff & Raya Systems. dienne Lorram
tive councily in "three" (rea validrapes) and into "tour" for the finaleing Dolinoff & Raya Sisters (3) dance novelty Latter ran too long, but by and large here was a bill that played better than it looked on paper. Wayne too was overlong; incidentally his best metier might be class niteries.

The first four acts are under New Acts, not being in the Variery although patently seasoned.

The first condition of the value of the characteristic although patently seasoned. They are: Mage & Karr, opener; The Chords (2), in the deuce; Northe Chords (2), in (2), in the deuce; Nor-Lancashire comedian man Evans, Lancashire con trom the British music halls, trey; and The Marvellos (3), also of Continental extraction, in midrint

Cook & Brown, male pair of Harlem legmaniaes, are whammo in No. 5. Jerry Wayne with his in No. 5. Jerry Wayne with his ic jukebox cavalcade next. Miss Rogar, nan, a good comedy interlude, in the acc position, and the dance of flash closing, comprise the others, i Show thus blevels low comedy.

"Mom, That Man's Here Again!"

By JOE LAURIE, JR.-

To the overture of big gobs or printer's lnk, radio and television boosts, shouts of editorial approval and shricks of exhausted ticket machines, the years swept back the curtain at the Palace, where 47th street and 7th avenue collide! Vaude in a new summer suit was showing off!

A wave of nostalgia engulfed a jammed house, an audience that was emotionally ready to welcome home the children of Lady Vaudeville. The old, the middle-aged and the young came out to see the house that Vaude built; and to see if the new children of Momus could carry on the great traditions of the song-and-dance pioneers.

the great traditions of the song-and-dance pioneers.

The oldtimers came to scoff, they expected to see eight acts and No audeville, because there wasn't a "name" on the bill. Instead of seeing tattered talent, they saw performers who packed plenty of entertainment. The youngsters came to see the vaudeville and the house that they had heard and read so much about. Was there ever a backstage picture that didn't mention The Palace at least once? These youngsters were getting their first lesson of vaude, which is the ABC form of entertainment for the masses. They didn't know if it was good or bad vaude; it was like a guy tasting his first olive.

Don Albert raised his baton and the 802 boys struck up "There's No Business Like Show Business," the light went out, and ny memory lamp glowed. I could swear that I saw a lot of the boys and gals of the Palace Alumni, reaching down from Heaven's gridiron and lovingly patting the backs of these youngsters as they once again bravely raised the flag of song-and-dance at the Palace?

I could see Jack Donahue, Johnny (Adelaide &) Hughes, Dateon

the flag of song-and-dance at the Palace!

1 could see Jack Donahue. Johnny (Adelaide &) Hughes, Dotson, Vernon Castle (The Castles), Eddic Leonard, Genaro & Bailey, William Rock, Hal Skelly, Marilyn Miller, Rags Leighton, Toots Papka and Bunny Granville dipping their magic feet in the rosin box to see that it was okay for the new generation of "shoe shufflers" like Mage & Karr, Cook & Brown, Dollnoff & Raya Sisters. I could see the great magicians—Houdini, Horace Goldin and Nate Leipzig—nodding their heads in approval at the novelty act of The Marvellos. I was sure when Jerry Wayne came on to sing his songs that I heard humming backstage by Joe (Van &) Schenck, Nora Bayes, Charlie Kling, Eddie Healey, Irene Franklin, Cecil Lean & Cleo Mayfield, and Frank Crumit & Julia Sanderson.

backstage by Joe (Van &) Schenck, Nora Bayes, Charlie King, Eddie Healey, Irene Franklin, Cecil Lean & Cleo Mayfield, and Frank Crumit & Julia Sanderson.

And when Britain's funny man, Norman Evans, came on. I could see the entrance packed with yok-experts like Frank Tinney, Nat Wills, Conroy & LeMaire, Chic Sale, Will Rogers, James Thornton, Cliff Gordon, Ted Healy, Jack Osterman, Richy Craig, Jr.; Eddie Foy, Lew Dockstader, Walter C. Kelly, Ben Welch, Harry Breen, Bert Fitzgibbon, and a few of his countrymen like Wilkie Bard. Albert Chevalier and Will Fyffe, who also played the Palace.

The Chords, two boys who imitated all kinds of instruments, I'm positive received applause and hearty "yowsah" from the ole maestro, Ben Bernie.

positive received approximately positive received appearance of the Ben Bernie.

Florence Moore and Marie Dressler were a pipe audience for the antics of Loraine Rognan; she's the kind of a comedienne they would be a comedience they woul

Florence Moore and Marie Dressler were a pipe audience for the antics of Lorraine Rognan; she's the kind of a comedienne they would have loved.

The Palace showed no headliners, just a bill of bread-and-butter vaudeville. Dancing, singing, comedy, magic and music—they were all there except the dramatic sketch and monologist. Dan Friendiy booked a friendly show. There is no dearth of competent recruits for the talent playgrounds of the nation. Just try and stop the thousands of kids who are now practising comicaleering, dancing, juggling, singing and making faces. These youngsters just need nurseries for their talents, and they will grow up as the future headliners.

1 don't know how long the Palace will last with this new vaudeville policy, but I am sure there have been enough candles lit to heat the Grand Central Station, wishing them good luck. I do know that the opening of the Palace with vaude has brought new hope to hundreds of oldtimers and youngsters. It has made the Wailing Wall sidewalk in front' of the Palice alive again; the cops once again are saying "upstage" when they chase the actors from their feet-parking suge. The boys and gals are again gathering in groups and talking shop-sue?—the old actors with eyes scorched by so many footlights are looking at the Palace sign reading Eight Acts and in their minds they are brushing the cobwebs away from stored routines. They are asking each other. "Do you think this will bring vaudeville back?" And please don't say "no." Be like the agent that sez "Come around tomorrow"—those three words have kept many an actor's hopes alive. As for the talented youngsters, some wise man once said, "When a seed starts grow it should not be trampled upon." So let's hope this thing called vaudeville catches the gold ring at the boxoffice and gets another ride. He should not be trampled upon. "So let's hope this thing called vaudeville catches the gold ring at the boxoffice and gets another ride. He should not be trampled upon." So let's hope this thing called vaudeville catc

two Sundays in succession, and the Dolinoff-Raya act likewise showed twice on the same video program. The Marvellos also did stint on that

Every act, except the colored pair, erred by stretching, but the acceleration was sharpened by a return to the time-honored annunciators. No emcess, no fol-de-rol, and no palaver about "the great-est." etc. The acts came on and off in an old-fashioned manner that must be new to vaudfilm and stage-show fans of this decade. There is, of course, the inevitable defer-ence to the mike, an acoustical standard that is perhaps inevitable in the modern theatre. Amplificastandard that is perhaps inevitable in the modern theatre. Ampilification via soundfilms, radio and the telescreen has conditioned the national hearing to a stepped-up sensitivity. And that's all right. That was the appeal of the picture bouses when sound came—every seat was a front seat, whether upstairs or down.

For the rest, Don Albert maestroed a tiptop show. A veteran of the vaudfilmeries, he knows how to baton his stuff. Backstage is David Bines, vet of the Publix and RKO unit days, who, while he knows what to expect, none the less has a job cut out for himself in secing

a job cut out for himself in seeing that it's done. Otherwise, eight acts can appear like too much show, instead of the fast-paced entertranment intended.

fast hoofing, items from abroad, from the niteries, from radio, records—and television. Evans in effect made his American debut via Ords—and television of the crew of nine backstage but, for a nostalgic touch, the Palace's rect made his American debut via Orden stage manager, William TV on the Ed Sullivan CBS show Clark, was holding court behind was holding court behind Clark, was the scenes. The honor guest, sie Wynn, yesteryear headliner, who was spotlighted, flashlighted who was spotlighted, went into a big reand bouqueted, went into a big re-union pitch with Clark after the first show,

Backstage it's all the same most. Only missing is Morris, the vet elevator operator — and the elevator. It would cost around \$23. recondition the lift and until RKO is really sure of vaude's "comeback," the acts who can't climb stairs get the choicer two ground-floor and the first-floor cubicles.

It is ironic that pop priced vaude was displaced by pix, and that circa 1949 vaudeville is being called upon as a boxoffice bolsterer for pictures. This must take into consideration that the evolution of television and the Government decree, which will make it possible for any independent to bid for top film product, are the two "something new" factors that have been added in this pendulum swing back to the combination house policy. While the rebirth of vaudeville at the Palace is a natural and almost automatic copy-getter, Harry Mandel did a standout job the past three weeks peppering the dailes. It is ironic that pop priced vaude

three weeks peppering the dailles and weekend feature sections with buildups for the return of vaude

Sol Schwartz kept saying. The house has been facelifted know the answer better on the secat a reported cost of \$60,000, including new seats as well as new secentry and other refurbishing seconery and other refurbishing seconery. Oppel, who dates back to book at the Palace.

New Acts

JUANITA HALL

JUANITA HALL
Songs
14 Mins.
Cate Society, N. Y.
Juanita Hall, now scoring in
the Rodgers - Hammerstein Broadway smash. "South Pacific," ishe
plays "Bloody Mary", is a sure bet
for any nitery. Colored songstress
had a good legit background before going into "Pacific" troles in
the original Ziegfeld productions
of "Showboat" and Marc Connelly's "Green Pastures") and she
uses her thesping ability expertly
to sell her tunes. Even more important, of course, is her excellent
voice, a deep and powerful alto
which she parlays with fine diction
and phrasing into top results.
While she has a background in
semi-classics and spirituals, having
formed her own choir after working with the Hall Johnson group,
her choice of material, as demonstrated in her first show at Cafe
Society (17), is in the nitery
groove. Emphasis is on blues,
which she fashions into soulful
laments with her dramatic overShe tees off here with a dra-

laments with her dramatic overtones.

She tees off here with a dramatic tune, "Anyplace I Hang My
Hat" and then heads into the
blues idom with "From Now On."
Best number is "Lament Over
Love," into which she Injects a
maximum of pathos, following
with a sock job on "Am I Blue?"
Closer 'routine encore) is the surefire "Ball Ha'i." which she created
in "Pacific" (including the
original cast disk album released
recently by Columbia). Miss Hall
is set for practically any type
nitery and vaude dates. Stal.

NORMAN EVANS
Comedian
II Mins.: Three
Palace, New York
Norman Evans is something of an historic item for the vaudeville annals. The Lancashire comedian juiled a reverse-switch for his American debut by going from vaudeo to vaude, instead of the other way round, because he first showcased via two guest-shots on Ed Sullivan's CBS-TV program.
For his Palace date, the rubberfaced comedian, who has a fine sense of audience values, does a dentist sketch, playing both the tooth-yanker and the nervous victim. Fear of the dentist's forceps, of course, is a common denominator for all, and Evans milks the situation, perhaps a shade too long. He definitely overstays with that extraneous encore on the trumpet, tutilizing panda character to manipulate the valves.

Evans is a British music hall standard, and evidences expert knowledge of his medium. The character studies on both sides of the dentist's chair are universal in their appeal. In the No. 3 "sketch" spot, his was a good spotting.

MAGE & KARR

MAGE & KARR

MAGE & KARR
Dancing
10 Mins; Three
Palace, New York
Attractive mixed team, he in gray tropical tux and his blonde partner in gray and pink dress.
Their forte are fast taps of which she is more proficient, he handling the vocal snatches for the song vs. dance "routine." Of the tap terps, dance "routine." Of the tap terps, the closing buck-and-wing stuff, done as a "challenge," as a hark-back to tradition is standout, notably her eccentric wings. Team should advance that, and cut out the "Donkey Serenade" for a faster accelerating show, particularly necessary on a layout like the Palace where 8 acts must be pammed into a whirlwind 70 minutes.
They're heaked the said with the palace.

jammed into a williammed blue minutes.

They're backed by a nice blue drape set in "three" and establish an historic first by being the kick-off act on the return of vaude to the Palace.

Abel,

THE CHORDS (2)
Musical Impressions
10 Mins: One
Palace, New York
Balace, New York
Energetic male pair who click
with imitations of bands and singers w. k. via radio or records. The
pattern is by now familiar but they
have an al freeso abandon which
distinguishes them besides the
basically effective takeoffs on Art
Monney, Busse, Lombardo, Rose
Mirphy, Frankie Laine, Wayne
King, Cugat, Spike Jones and
Davld Rose's "Holiday for Strings."
Opening "Disk Jockey" song sets
the script for their musical impressions, most of them good. A
couple are hit "n' miss and, in the
case of necessary speed on a bill
like the Palace, they could have
made a tiptop 10 minutes a
sockeroo 8 mins, and really
whammed. As it was, they made
their deuce assignment important.
Abel:

THE MARVELLOS (3)
Musical; Novelty Comedy
10 Mins.; Two
Palace. New York
The Marvellos are from Switzerland. They, too, like Norman
Evans and Dolinoff & Raya Sisters
on this bill, have been seen in the
New York metropolitan area on the
Ed Sullivan video show.
Act opens as a male team, until
the femme appears later for a
manikin and a switch-bit. The
essence, of the act is their comedy versatility interspersed with
musical interludes. The eccentric
comic foils for the straight (who
is in tails); switches the clarinet
into fiddle, trombone and sax, in
successive numbers, utilizing the
into fiddle, trombone and sax, in
successive numbers, utilizing the
magician's standard black cloth.
From behind that also emerge
masks and efficies, such as a gapning neck of giraffe proportions; a
hand that becomes dismembered; a
male dummy that looks like the
comic which switches into the
femme (finale). In between she
does the manikin bit, The straight
does the right length with brief
musical bits on the reed, brass and
string instruments.

The act has foreign flavor, and
its character, coupled with the
hovelty aspects, commends it as a
surefire highlight on any vaudeville bill. They were a solid hit
here in a fast 10 mins. Abel.

House Reviews Continued from page 46

Tivoli, S. F.

entine, who is a good standard, goes over neatly.

Two dance routines by Jean Dev-

wo dance routines by Jean Dancers are easy on the eye sic by house orch okay.

Ted. Music

Olympia, Miami

Miami, May 21.

Miami, May 21.

Tito Coral, Hal Sherman, Nip
Nelson, Chuck Brown & Rita, Betty
Lou Drake, Freddic Carlone Orch;

"Alias Nick Beal" (Par).

Fairly diverting summer fare on p here this week with layout sat-

Fairly diverting summer tare on tap here this week with layout satisfying.

Topliner Tito Coral goes over with his robust versions of the Latinairs. Standouts are "Begin the Beguine" and "Babalu." Collection of tunes is well balanced to make nice impact.

Teeoff is okay with Betty Lou Drake's acro work. Hal Sherman, who doubles as emcee, clicks with his hoofing and clowning. Eccentric terps are his strong point, as usual.

usual.

Work on horizontal bar by Chuck Brown and Rita earn fair amount of gasps and mitts, while Nip Nelson closes with impressions. Topper to entertaining series α radio personalities is "soap opera" satire. Freddie Carlone house orch does okay on backgrounding acts. Laτγ.

Hippodrome, Balto.

Henny Youngan, Valentines (2), Virginia Lee & Co. (2), Ambassadors (5), Jo Lombardi Honse Orch (12); "Bad Men of Tombstone" (Mono).

Henny Youngman is all over this layout acting as emcee and winding matters with his standard stint of one line gags, the violin stuff, etc. It's all right and noves along at good pace garnering audience response. The Valentines, mixed team of hoofers, open smartly followed by Virginia Lee and male plant in comedy acrostics that provide novelty and laughs.

The Ambassadors, quintet of male harmony singers, punch out the usual arrangements of the miscomedy and marching tunes for solid returns, setting matters for Youngman to give out with his major business. Practiced comic has a way with a quick gag and times for maximum results.

Biz good at show caught.

Circle, Indpls.

Incree. Indpls.
Indianapolis, May 21.
Benny Goodman, Orch., with
Terry Swope, Wardell Gray, Sonny
Igoe, Doug Mettome, Nicks & Taylor, Herkie Styles, Buddy Greco;
"Jigsaw" (UA).

Benny Goodman has seen a lot of changes, running the gamul from jazz to bebop, but he always has kept up with the parade, as his picely packaged band show proves to "progressive" jazz fans at the Circle this week. While it's strictly a show for the hepcats and beboppers, change of pace and as much accent on variety, plus smart use of lighting effects give it unieffit performances. Benny Goodman has seen

usual production value. Herkie Styles adds subtle comedy relief, while Nicks & Taylor give nice flash of color in dancing routines. Goodman builds program around

Goodman builds program around jazz age memories, with his key pren impersonating instrumental stars who have gone on from his band to front own outfits during the years. Wardell Gray on tenor sax. Sonny Igoe on drums, Doug Mettone on trumpet, Buddy Greco on piano and Terry Swope, vocalist, show class that measures well up to the old-timers. Band satisup to the old-timers. Band fies as one of Goodman's best. fig. 16 the one of Goodman's best. The sextet is solid, getting big applause for its bounce and drive. Maestro still proves a master on clarinet and wins plenty kudos. He works his way through "Rose Room." "And the Angels Sing." "Sing. Sing. Sing." and other specialties, to sock finale built around "String of Pearls."

Styles displays a swift line of gags which he dished out for good results. Biz was oke when caught. Corb.

Vauders' Drive

Continued from page 1

were forced to kick in performer Two of the three paying gave performers one-seventh of their regular weekly salary and the other had a \$1,000 talent

their regular the other had a \$1,000 tares, the other had a \$1,000 tares, budget.

AGVA cracked down on the Mt. Sinai affair, which is being co-chairmaned by N. Y. Mirror's Brooklyn columnist Ed Zeltner and Weitman because it was reported to Dunn that the Roxy chorus and Paramount show would play that affair in addition to the standard acts that generally contribute their services.

One-Seventh Week's Salary
The plan to pay performers oneseventh of their weekly salary in
a benefit show is regarded as one
step in the elimination of free
shows. However, it's not regarded
as the ultimate solution. Lou Walters, Latin Quarter, N. Y. operator,
who has been in the forefront in
the fight on free shows, declared
that the one-seventh arrangement

Cheaner in the End

Henry Dunn, AGVA's representative to Theatre Authority, figures that charity organiz figures that charity organiza-tions holding benefits in Madi-son Square Garden, N. Y., would get a better break with the new setup if acts are paid one-seventh of their regular

one-seventh of their regular weekly salary.

Example is cited of the Israel Orphan Asylum which recently paid TA nearly \$8,000 for its 15% share of the gross. Dunn estimates that under the part of the prosecution of the pr new plan a similar show could have been bought for \$7,500— and nobody would be beholden nobody.

was patently an unfair setup. He said. "Madison Square Garden plays to 20.000 nightly—enough to fill every major cafe and every Broadway legit show. If those at the Garden patronized the cafes, theatres and legiters, then there wouldn't be have times in the legitimate fields of entertainment. Great shows wouldn't be closing." Walters also pointed out that he has to pay a full week's salary for his headliners, who play to considerably less than the 20,000 gathered at the Garden in one night.

Th's 10-15% Cut

The AGVA payment plan eliminates the 10-15% paid to Theatre Authority and if this is carried out completely, then TA will have its was patently an unfair setup. He

nates the 10-15% paid to Theatre Authority and if this is carried out completely, then TA will have its source of income cut off and the various 4A affiliates will have to find a new source of income for their welfare funds. The one-seventh salary is also regarded as a loss to collections by the theatrical unions. Garden benefits frequently pay as high as \$8.000, and under the AGVA payment plan it's possible that performer takes won't equal that amount.

Dunn has been fighting for a more equitable distribution of TA allocations. He feels that inasmuch as AGVA contributes most performers, then AGVA should get a major since, just as Screen Actors Guild gets a 30% slice from benefits held on the Coast. AGVA gets a 15% share in eastern benefits. Dunn also questions the wisdom of having TA contribute to the reague of New York Theatres and

VARIETY BILLS

Numerals in connection with bills below indicate opening day of show whether full or sullt week

Letter in parentheses indicates circuit: (1) Independent: (L) Locw; (M) Moss (P) Paramount; (R) RKO; (S) Stoll; (W) Warner; (WR) Wafter Rende

NEW YORK CITY Capitel (L) 26 Eddie Howard Orc Chill Wills t'lifford Guest Winter Sis Marilyn Maxwell Marilyn Maxwe
Music Hall II
Myrtle & Pican
Alfredo Luizzi
Jean Gibbons
Earl Lippy
Rolly Rolls
Evelyn Garay
Ladd Lyon
Corps de Balle
Rockettes
Sym Ore n Ballet

Mack Russ & Deep Comment of the Comm

Bleckburn Twins
Reny (1) 27
Arnold Shods
Jean Arlen
Berry Bros
Gaston Falmer
Strand (W) 27
Bobby Byrne Orc
Alan Dale
Burgenie laird
L & S Willis
ATLANTIC CITY
Warner (W) 28-29
Geo Dewilt
Don Henry 3
S Swifts
Hollowas Sisters
Ho

Joyce Golding
St Clair & Day
Renee Plat
Naudy Hella
Toros & Edward
Reach
Finlay Bros
Heather Furnell
GLASCOW
Empire (M) 23

Heather Furnel
CLASCO 23
CLASCO 23
CLASCO 24
CLASCO 24
CLASCO 25
C

ACKNEY
Empire (5) 21
Jean Adriene
Eddie Leslie
WKEppel & Betty
Les Betty
Les

BRITAIN

Mippodrome (I) 23
Cyril Levis
Lotus & Josse
Clande Williams
Swan & Leigh
S & R Jenks
Lennox 3
BIRMINGHAM
Mippodrome (M) 23
Billy Colton Bd
Tess O'Shea
3 Hotless
3 Hotless
3

Billy
Tess O'Shea
3 Hotleys
Joe Black
Alan Clive
Cooper Twins
Hamilton & Vassi
BOSCOMBE
Testing (I) 23

Ken Ryan Melody 6 Arthur Knotto BRADFORD Alhambra (Mr Joe Loss Bd Beryl Reid Arthur Worsley 2 Maxwells Reio &

Reco & May
R & M Lamar
BRIGHTON
Hippodrome (M) 23
Rubby Davis
Atlas & Pippl
Bub Andrews
Mushie
Al Carthy
Manley & Austin
John Vree Co
Elroy BRISTOL

Elroy
Empire (1) 23
Jimmy Mack
Francis Wblimer
3 Loonles
George Alex
Pekgy Ann Taylor
Spangled Beauties
Raymond Barry
Juveniles BRISTOL Empire (1) 23

Raymond Barry
Terry's Juveniles
CARDIFF
New (\$1 23
Joe Stein
Max Carole
7 Ashtons
Kemble Bros
DERBY
Grand (\$2 23
Eddie Gray
Afrique Afrique F & P King Taylor & Grav Mary Priestman Kardomah Java Bros

4 O'Keefe Sis N & V Monrue Perky Stone LIVER POOL 3 G Toppire (M) 23 G Toppire (M) 23 G Toppire (M) 24 G Toppire (M) 24 G Toppire (M) 24 G Toppire (M) 25 G Toppire (M) 25 G Toppire (M) 25 G Toppire (M) 26 G Top Java Blos
Hamilton & Vussi
EDINBURGH
Empire (M) 23
Jack Radeliffe
Ben Yook Co
Mervyn Saunders
Jacqueline Dinbar
Helen Norman
First & Sylvio
First (M) 23
Prof Jim Edwards
Freidlie Frinton

Dunhills
3 Chocolateers
Bobbic Kimber
Dorothy Gray Co
Skyrockets Ore

MANCHESTER

CHICAGO
Chicago (P) 27
Gracie Barrie
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Palace (40) 23
Francoise Flore
Jackie Hunter
Marqueez
Raymond Grerd
Helen Ceras
Trois De Mille

Trois De Mille
NOTTINGHAM
Empire (M) 23
Allan Jones
Ibene Hervey
Val & Monty
Iris, Shand
Joe Crosbie
Leslie Strange
Slevano
F Evers & Dolorez
Jack Crisp & Jill
PORTSMOUTH
Royal (M) 23
Josef Locke
Josef Locke

Michael Curb
Micha

SCUNTHORPE Savey 11: 23 Alhert Grant Hence Beck Fred Hugh SMEPHERDS BUSH Empire (\$) 23 Nat Jacklens Marienee (\$) 23 National Marienee Jacklens (\$) 23 Marienee (M) 23 Agua-Revuette Taran 17 Hazell Frogmen

SCUNTHORPE

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Aces
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Allen Bros & Jone
Plet Van Brechts
Ellzabeth & Collins
Gerry Leader
WOLVERHAMPTON
Hippodrome (1) 23 Enoch
Billy Thorburn
Joe Young Co
Denls Emons
Michael Corb
Michael Corb

Lawrence Weik Or Hetel 51 Regis Lasrlo & Pepito M Shaw Orc Hetel Statler Eddy Howard Ore Hetel Taff Vincent Lopez Ore

Cabaret Bills

NEW YORK CITY Salvatore Gloe Ore Mark Monte Ore Payson Re Ore Nycola Matthey Or Hetel Ressevent Lawrence Welk Or

Bagatelle Dorothy Ross Jilla Webb Richard X. Carter Jack Corlies

Blue Angel
Bill Lawrence
Louise Howard
Josephine Premice
Herman Chittison 3
Rose Murphy

Bose Murphy
Bop City
Billy Eckstine
Machito
June Christy
Kal Winding
C Barnet Ore

Cafe James Shella Barrett Amy Andrews Muriel Jayne Joe Candullo Ore

Vincent Lopez Ore
iceland
Danny Lewis
Latin Quarter
Mel Torme
Edwards & Diane
Phyllis Claire
Penny Caldwell
Don Saxon
Art Waner O
B Harlow Ore

Cate seciety

Local Seciety

Juanila Hall
Geo Shearing Ore

China Deil
Juanila Hall
Geo Shearing Ore

China Deil
Manarawa Troupe

Jadine & Jackie
Mel Ling
Mel Ling
Mel Ling
Mel Ling
Gor
Jose Curbello Ore
Line (7)
Florence Ahn
Martin & Lewis
Penny Carroll
Jack Cassidy
M Durso Ore
Alvares Ore
Romena Ling
Romena Ling
Mel Ling
Me

Vizcaino Ore Havana-Madrid Bob & Larry Leslie Raquel & Rolando Kenneth Buffet Mildred Ray Line Trini Reves Sacasas Ore Pancho Ore Pancho Ore
Hotel Ambassader
Fred Oliver Ore
William Adler Ore
William Scottl

B Harlow Ore
Le Coq Reuge
Oscar Calvet Ore
Jack Towne Ore
Le Ruban Bleu
Bibl Osterwald
3 Riffs
Kirkwood &
Goodman
Kitty Crawford
Norman Paris 8
Julius Monk Julius Monk
Leon & Eddie'e
Eddie Davis
Marion Powers
Tahja
Gray & Hess
Frances White
Angie Bond Trie
Ant Waner Ore
Danny Sullivan
Shepard Line
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Danny Sullivan
Shepard Link
Ne 1 Fifth Ave
Fletcher & Sheldy
Hidtegarde
Halliday
Halliday
Harold Fonville
Old Knick
Jery Bergen
Paul Killiam
Evelyn Ward
Walter Klavun
Anncy Hanks
Clara Cedrone
Old Roumanian

Old Reumanias
Sadie Banks
Bob Fitzgerald
Carmen Monteya
Mickey Freeman
Joanne Florio
Joe LaPorte Ord
D'Aquila Orc

Joe Largite Ore
D'Aquila Ore
Penthouse
Marilyn Cantor
Mervyn Vve
Kurt Maier
Rivlera
Danny Thomas
Vic Damone
Judd Lynne
Jeff Clay
Walter Nye Ore
Lecuona Boys Ore

William Scottl

William Scottl

Charlet Aster
Charlet Ballment-Pleza
Noble & King
Joan Fields
Binn's Bird Ore
Eddie Stone Ore
Chefel Ballment
Phil Wavne Ore
Harold Nasel Ore
Hotel Edison
Ore
Hotel Edison
Ore
Johnny Flannagan
Mona Melonald
Joan Walden
Joan Walden
Joan Walden
Christiana
Barbara Frazier
Bruce Mapse Jr
Dick Price
Tony Bavarhan
Bill Knapp
Hotel Pierre
Artini & Consuelo
Betty Jane Watton
Stanley Melha Ore
Met et Pierre
Artini & Consuelo
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Met et Ming Jone
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Mike Rieg Ore
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Williage Barn
Stanley Melha Ore
Malter Nye Ore
Bavannah
Billy Daniels
Teddy Hales
Menhattan Paul
Menhattan Pau Rosetta Davia Estrelita Lucille Dixon Ore Versailles Nancy Donovan Bob Grant Ore Panchito Orc

Murtagh Probe Appears to Have **Loosened Legit Tickets for Hits**

Marked decrease in legit ticket of acalping on Broadway, both as to sales volume and the price marking. However, the price marking has begun to be felt. This is figured an obvious result of the current probe by John M. Murtagh, New York City Commissioner of Investigations. According to bone its being sought by W. of Investigations. According to those in the trade, there has al-ready been an improvement in the availability of seats for hit shows. Also, reported scalper prices have dropped.

Meanwhile, steps to revoke the license of another broker were taken yesterday (Tues) by Murtagh. Latest action was against Phil Rosen, who operates an agency of that name. Charges in this case were the same as those levelled last week against the John Ahearn agency. That is, violation of the state law requiring brokers to maintain records of where they obtained all tickets and to whom and for how much leach was sold.

According to Murtagh, the Meanwhile, steps to revoke the

and for how much seach was sold.
According to Murtagh, the
Rosen agency gets no regular
allotments from any shows, but
can place orders at the boxoffice
and has been using "diggers" and
buying seats from unficensed sellers at a 25c markup. When questioned last week, Rosen could not
explain where he had obtained 24
tickets to "South Pacific" and said
the got another pair from a
"friend" for the June 7 performance of the musical.

The Ahearn and Rosen agencies

ne got another pair from arrivine de friend" for the June 7 performance of the musical.

The Ahcarn and Rosen agencies are only the first two of many outfits against which revocation action will be taken, the commissioner indicated. He expects the probe to continue indefinitely and expressed satisfaction over the probe to continue indefinitely and expressed satisfaction over the properties of the first against scalping has received enthusiastic support from the public. The letters offering help and expressing approval have been more nunerous than for any other probe in the history of the investigations office, he said.

Meanwhile, Murtagh's auditors are continuing their check of the books and records of the Shuberts, and of the Majestic and Century theatres, which they operate. Lee Shubert, president of the firm made one appearance before the commissioner last week, and is expected to be called again. Irving Engel, treasurer of the Century, where "Kiss Me, Kate" is playing, was questioned Monday (23) and also may be recalled.

Last week Jack Pearl, treasurer of the Majestic, where "South Pacific" is playing, was suspended by Shuberti after refusing to answer Murtagh's questions. The probe was also widened this week with the Issuance of a supbeen for retire clubs. Now

probe was also widened in Sweek with the Issuance of a supboena for the theatre ticket records of a number of private clubs in New York, including the Harvard, Yale, Princeton, Dartmouth, Columbia, University, and New York Athletic.

Covert Set for Aussie 'Annie,' Tilton Leaving

'Annie,' Tilton Leaving Earl Covert, who played the male lead opposite Mary Martin in the touring company of "Annie Get Your Gun" for 12 months, is leaving soon for Australia, to take over the lead role in the Aussie "Annie," which another American. Webb Tilton, has been playing for two years. Tilton is returning home for a rest. Covert will step into the role the end of July. "Annie" with Evie Hayes, Will Mahoney's wife, in the name role, is currently at the Theatre Royal, Sydney, under the J. C. Williamson Theatres management. Show, which played Melbourne for 10 months, is leaving Sydney early in September, when it will have

son Theatres management. Show, which played Melbourne to 110 mouths, is leaving Sydney early in September, when it will have played about a year there, and will tour New Zealand. Show has played SRO steadily, with seats booked weeks ahead. Miss Hayes, who has played "Annie" steadily since July 19, '47, will take a month's vacation in June, with June Clyde, U.S. musical comedy actress, replacing. Miss Clyde went to Aussie carly this season to play in "Born Vesterday" and "John Loves Mary."
Only reason "Annie" is vacating Sydney is to make way for "Edward, My Son," starring Robert Morley, which will open at the Theatre Royal Sept. 10 or 15. Engagement is limited, with Morley booked to play Melbourne, Brisbane, Adelaide and New Zealand, Williamson is also producing.

To Rewrite Vosper Play

Ouida Bergere (Mrs. Basil Rathbone) is being sought by William L. Taub to revise the script of "People Like Us." the Frank Vosper drama he has announced for fall production on Broadway. Taub will probably go to London shortly to arrange with Vosper's heirs for permission for the rewrite.

Producer hopes to have Leo Genn. Anna Turner and James Hayter as leads in the show. He had signed Margaret Sullavan as star, but she won an arbitration to get out of the contract.

Ferrer to Do Straw 'Hamlet'

Jose Ferrer, who closes in the "Silver Whistle" at the Biltmore, N. Y., Saturday (28), will appear in "Hamlet" week of Aug. 30 at the Olney (Md.) theatter for his only strawhat date this summer. Engagement is dependent on his film stint, as he has an eight-week pix assignment in Hollywood starting next week.

With the city* of Washington starved for legit after a full season without any, the Olney strawhatter under the direction of Richard Skinner and Evelyn Freyman looks for a big summer season. Opening next Tuesday (31) with Tallulah Bankhead ins "Private Lives," the iwo-week engagement of this play was sold out a week ago. In dications look towards a boff season up to the last week, when Helen Hayes makes an appearance in "Good Housekeeping," week of Sept. 12.

Theatre is also getting reputation of being the strawhat datum.

Helen most in "Good Housekeeping, sept. 12.

Theatre is also getting reputation of being the strawhat deluxe of the summer circuit, by value of the fact that it has air-conditioning a total of five stages, each 34 feet wide, as well as a swimming pool when the property owner, C. Y. built by the property owner, C. Stephens for the actors and staff.

U.S.-Led. French-Named Russ Ballet Spreading American Art in Europe

Anomaly in Europe this season is a Russian ballet company with a French name, and American principals, which is touring the Continent, being received everywhere as "goodwill ambassadors" of the arts:" and, despite the international flavor of the company, being acarts; and, despite the international flavor of the company, being accepted as "American." This is the Grand Ballet de Monte Carlo, owned and managed by the Marquis George de Cuevas, who is John D. Rockefeller's grandson by marriage.

The troupe, after a brief stay on the home grounds at Monte Carlo, had an SRO season in Paris and is now repeating its boff draw in Spain. Queen Juliana has invited it to Holland at the close of the Spanish tour, and the troupe will play Dutch cities until its engagement in London at Convent Garden starting June 21.

Company's leading dancers (despite their Continental names) are Americans, including Tamara Toumanova. Andre Eglevsky, Rosella

Americans, including Tamara Tou-manova. Andre Eglevsky, Rosella Hightower, Majorie Tallchief. George Skibine, Ethery Pagava and Ana Ricarda. John Taras, the maitre de ballet, is American. Misses Hightower and Tallchief are quarter-blood. American Indians. Troupe includes other nationalities, of course; it also has three prom-inent guest artists in Leonide Mas-sine. Tatiana. Riabouchinska. and David. Lichine.

Okla.!' Booked for A. C. **During AMA Convention**

Atlantic City, May 24.
"Oklahoma" comes to the 5.000-seat Warner theatre here for the week of June 5 to take advantage of the American Medical Assn. convention with its 20,000 doctors. their tamilies and friends.

convention with its 20,000 doctors, their tamilies and friends.

Amusement people have found the AMA to be liberal spenders. In the days of the old Apollo, with its weekly legit changes, conventions often meant the difference between red and black figures.

MET OPERA CO. NIFTY \$67,000 IN ST. LOO

St. Louis, May 24,
The Metropolitan Opera Co.
wound up its nationwide tour here
Saturday (21), with performances
in the Kiel (Municipal) Auditorium
grossing a nifty \$67,000, which
bettered the gross for the same
number of performances last year.

number of performances last year.
Operas presented were "Lucia di
Lammermoor," "Carmen" and "La
Boheme." Engagement was sponsored by the St. Louis Symph soclety.

Nederlander Sez Nix to Mpls. If **Unions Say Nay** Minneapolis, May 24.

to unprofitable patronage for even smash New York hits and high smash New York hits and high operating costs, James Nederlander of the Lafayette-Shubert, Detroit, announced here he'd not renew his lease for the Lyceum, local legit roadshow house, for another year unless the musicians' union would modify its requirements and the stagehands' union was made some conversions.

ments and the stagehands' union also made some concessions. George Murk, AFL Musicians' union president here, said Neder-lander had made the same pro-posals several times before and been turned down, and they'd likely meet the same reception again.

again.

Nederlander told the Morning Tribune the Lyceum had paid out about \$8,000 this season for "musicians who weren't needed." The union's local requirement is eight musicians for purely dramatic shows needing no music, compared to three in Detroit and four in Chicago. The local scale for musical shows, which Nederlander wants, reduced, is \$122 per week for each man.

If Nederlander will guarantee

week for each man.

If Nederlander will guarantee a specified number of, weeks of work during the season. Murk says, the union committee would be more favorably disposed to require fewer musicians for nonmusicals and a lower scale for men playing the musicals at the Lyceum.

Nederlander says the stage-hands union had made some con-cessions when he took over the theatre last summer, and he'll ask for more. But the main thing, he emphasized, is that "it's hiring men we don't need that we can't afford when we're losing money."

afford when we're losing money."

The Tribune also was told by Nederlander that because Minneapolis "is off the beaten path"—
an "out-of-the-way jump that most touring attractions don't like to make"—he, in turn, must make "concessions" on terms to bring them here. Moreover, "the unsatisfactory boxoffice showings this season, when Minneapolis has had more bookings than in any other previous one, will, make it even harder to persuade producers to send their shows here next season." Despite the comparatively heavy schedule of Broadway hits here; the Lyceum lost money, according to Nederlander.

Nederlander's two sons, Jimmy

cording to Nederlander.

Nederlander's two sons, Jimmy and Fred, are manager and assistant manager, respectively, of the Lyceum. Nederlander. Sr., told Variety that the Lyceum, in case he retains it, "positively will not play any attraction for less than a full week." The split weeks this season were especially costly for the theatre, he says.

Ann Lee, Weiss Win On Phoenix Theatre Name

Phoenix, May 24.

Phoenix, May 24.

A motion by Aun Lee and Richard Weiss to dismiss a suit which sought to enjoin them from suing the tag Sombrero Playhouse for their legit theatre here was granted last week by Superior Judge J. Smith Gibbons.

J. Smith Gibbons.

Suit was brought by William W.
Merrill, Kenneth E. Turner and
Harold W. Melnert, who contended
they had advertised under the
name of Sombrero Playhouse, and
that they intended to produce
plays in Phoenis under that name.
Trio was granted 10 days in which
to file a new complaint.

Inside Stuff—Legit

Many of the top actress names in the theatre have recently been plugging "Life With Mother" by wearing scarfs bearing the play's title, Such stats as Helen Hayes, Katharine Cornell, Mary Martin, Martita Hunt, Madeleine Carroll and Patricia Morlson, have been carrying the silk sandwich-boards in public, in New York and elsewhere.

Scarfs, made by a N. Y. manufacturer, are part of an exploitation tieup arranged by Harry Forwood, pressagent for "Mother." As a courtesy gesture, producer Oscar Serlin gave scarfs to Dorothy Stickney, title actress in "Mother," and the other women in the company at the Empire. N. Y. He also sent them to all the actresses, such as Dorothy Gish. June Walker, Nydla Westman, who played the same character in the original "Life With Father." All the recipients, including Irene Dunn, who played Mother in the film version of "Father," reveal they've been wearing them publicly.

Serlin sent scarfs to 70 actresses altogether, including virtually every leading femme player in current Broadway shows. He even sent some to actress friends abroad, such as Gertrude Lawrence, who wrote that the sent states of the sent scarfs to find the sent scarfs to find actresses altogether, including virtually every leading femme player in current Broadway shows.

All three productions in which Leland Hayward is associated were prominently featured last week in the regular news columns of the New York dallies. "South Pacific," which he is co-producing with Richard Rodgers, Oscar Hammerstein, 2d, and Joshua Logan, was on the front pages most of the week as the center of the New York City probe of ticket speculation. "Mister Roberts," of which lie's solo presenter, also became Page 1 news when its co-author. Thomas Heggen, was found dead in his bathtub, apparently a sulcide. "Anne of the Thousand Days," which Hayward is producing in association with the Playwrights' Co, broke into the news section when its author. Maxwell Anderson, was accused of plaglarizing the drama from the books and a play of Francis Hackett, and replied by suing the historian-novelist for \$100,000 for alleged libel.

Move by Sol Jacobson, pressagent for the Maurice Evans revival of "Man and Superman," to relinquish the assignment for the second and final week (current) of the play's return engagement at City Center, N. Y., was turned down by the actor-manager. Jacobson felt that there was little further he could do for the show, so his salary might as well be saved. His union, the Assn. of Theatrical Press Agents & Managers, okayed the move, since the production is rated as a touring one, for which a p.a. is not required for the closing week. However, Evans figured he'd need Jacobson for publicity assignments in connection with the last week.

Having been convinced that sending its drama editor, John K. Sherman, to New York once a year to cover and report on the Broadway shows isn't sufficient, the Minneapolis Sunday Tribune will attempt further education of Minneapolitans in the legitimate theatre's realm. Starting next week, the paper every Sunday on its theatre page, will run a list of 10 or more of the leading Broadway attractions, specifying their grosses and the number of performances. The Information will be culled each week from Variety.

KIPNESS-ABBOTT-TODD Dallas Sets Big

Deal for the Broadway presenta-ion of "Thank You, Just Looking," tion of "Thank You, Just Looking," the Jay Gorney-Jean and Walter Kerr revue tried out the last two weeks at Catholic Univ., may be set in the next couple of days. The composer and authors are due in New York today (Wed.) from Washington to discuss texts. ington to discuss terms with prospective producers.

pective producers.

Among those dickering for the show, which has drawn unusually favorable reviews and trade comment, are Joseph Kipness and George Abbott, who would probably present the musical in partnership, with Abbott doing the staging, as well as Michael Todd, William R. Katzell and others, The Brandt & Brandt agency represents the authors.

Only 40G Raised So Far in 100G Wing Drive

Public drive initiated last De-cember for \$100,000 by the Ameri-can Theatre Wing, for use exclu-sively on its hospital entertainment program, has bogged down, with only \$40,000 raised to date. All of that amount actually came from within the theatre.

that amount actually came from within the theatre.

Wing is pepping up its campaign, starting today (Wed.), by placing a large collection of Swiss music box theatres, in which doll-like figures perform dances and ballets to music-box tunes, in leading night-clubs, hotels and department stores in N. Y., as aid in soliciting funds. Various stars have decided to "adopt" or sponsor a theatre, names including Mary Martin, Helen Hayes, Hildegarde, Katharine Cornell, Nanette Fabray, Kitty Carlisle, Lily Pons, the Lunts, Martita Hunt, Ilka Chase, Melvyn Douglas and others.

Exhibition will run through the end of June, Clubs, restaurants and others cooperating include Leon & Eddie's, Monte Carlo, Le Ruban Bleu, Barberry Room, Algonquin, Biltmore, Chambord, Lord & Taylor, Reuben's, Village Barn, Waldorf - Astoria, Sherry - Nether-land, 21, etc.

Dunham to Aussie

Sydney, May 19.

U. S. dancer Katherine Dunham and her troupe will come to Aussie for the Fullers after completion of their London run.

Understood that A. Ben Fuller, son of Sir Ben Fuller, currently in London on talent hunt, signatured the deal.

10-Wk. Alfrescos

The Fair Park Casino will give Dallas a big summer iseason this year with a 10-week series of musical productions starring top Broadway names. The "Starlight Operetta" series has been booked by Charles R. Meeker, Jr., operator of the casino. the casino.

of the casino.

"Up In Central Park" will open
the season June 20 and will run for
two weeks with Kenny Baker,
Beverty Janette and Helen Gallagher starring. "Rose Marie" will
follow July 4 with Imogene Coca,
John Raitt and Marion Belt starring, Remaining productions will
go on as follows: go on as follows:

go on as follows:
"Bloomer Girl," July 11, with
Nanette Fabray: "Look Ma, I'm
Dancing," July 18, with Kay Ballard and Alice Pearce: "Bitter
Sweet," July 25, with Ilona Massey
and Robert Rounsville: "Pal Joey,"
Aug. 1, with Vivicnne Segal and
Georgie Tapps; "C'hocolate Soldier," Aug. 8, with Polyna Stoska,
of the Met Opera Co. Elaine Malbin and Rounsville: and "Show
Boat," for Iwo weeks, with Carol
Bruce, who costarred in the recent Bruce, who costarred in the recent Broadway revival, Lawrence Brooks, Hal LeRoy, Bertha Bel-more and Beverly Tyler.

Ed Lester Plans One New Coast Show Yearly

Los Angeles, May 24.

Edwin Lester, who brought a successful "Song of Norway" and an unsuccessful "Magdalena" from an unsuccessful "Magdalena" from here to Broadway, is now planning to produce at least one new Civie Light Opera Assn. show annually. He will invite top writing and music talent to a roundtable discussion to select a book and help with the production. Basic plan is to have pool of three new shows from which one can be taken each year.

Behind his reasoning is a desire not to have his group become mere-ly a booking organization import-ing New York hits, as well as def-inite knowledge that operettas inite knowledge that operetta which warrant revival are dwind ling in number, L. A. Civic is now in its 12th season.

Kelth Theatre Ticket Service chartered to conduct bessness in New York, with a capital stock of 200 shares, no par value.

\$6,500,000 INVESTED IN 1948-49

HOT 'ICE'

Can there ever be a cure for "ice?" It's almost a legit biz tradition that the illegitimacy of "hot" tickets to a hit is part of dition that the high revitable that something truly dramatic in the game. It was inevitable that something truly dramatic in the way of hitting at this situation would happen, and it did, starting with the "South Pacific" probe by Investigations Commissioner John M. Murtagh who has official municipal blessing to carry it to the limit.

The public interest is something that can't always be ignored. No show, whether or not a smash like "South Pacific," is worth the alleged \$40 to \$60 a pair. That eager-beaver VIPs, with no conception of values, aid and abet the gyp specs is no apology

Theatre managers are in a spot to dramatize their own willingness to cooperate and self-regulate. Housecleaning must come from within. It's inconceivable that a theatre treasurer "won't talk" unless he's obligated to protect somebody—if not himself, perhaps somebody higher up.

Producers aver that they have no control of tickets to their own shows, hit or flop. They rent a desirable theatre on per-centage terms, and with it come all the appurtenances, from janitoring and ushering to boxoffice staffs.

When the Ringling circus comes to Madison Square Garden it takes over everything, particularly the treasurers' cages. That may be legit's salvation—each show to have its own ticket crew. Any chiseling would then no longer become a shuttlecock proposition the attraction would be compared to the contraction of the contraction. sition—the attraction would be as responsible in front of the house as for the entertainment back of the footlights. The Ringling practice in renting the Garden's facilities each spring is no guaranteed panacea either—the circus people also have been targets of ticket complaints.

In that case one thing would be certain—the onus would fall on one source. Thus would Rodgers & Hammerstein be 100% responsible for "South Pacific," from the attraction to its merchandising, if they controlled the Majestic theatre, which houses their show. Particularly ticket sales.

As has been a time-dishonored custom, producers of hits too often find themselves working for benefit of sharpshooters in the boxoffice. The "ice" rightfully belongs to the production. If that practice were to be countenanced, not to the hitch-hikingbox-office men of a "lucky" theatre. Authors might consistently complain that if things weren't made so difficult, when you finally get a hit, it would help further creativeness in the theatre. That goes for every component. Otherwise, it's just another scavenger

'South Pacific' Repays 30% of 225G Budget; 'Salesman' in 70% Payoff

Despite wholesale complaints about poor grosses recently on Broadway and the road, a number of current shows have been paying off to backers the last few weeks. Some of the top hits are getting back their production expense in record time.

"South Pacific" the Rodgers-

"South Pacific" the Rodgers-Hammerstein musical smash, has already repaid 30% of its \$225,000 budget and is slated to make an additional divey of 20% in about two more weeks. It's estimated to be netting around \$12,000 a week at the Majestic, N. Y. "Death of a Salesman," Arthur Miller's dramatic click, has already paid off 70% of its \$100,000 investment and is remitting the balance at the rate of \$10,000 a month, It has also accumulated \$15,000 toward the cost of the road company, plus a cash reserve, bonds, etc. It's making an estimated \$4,000 a week at the Morosco, N. Y. "Kiss Me, Kate," Cole Porter tuner, has already returned a profit of 15% on this \$180,000 investment and stands to cash in on the second

on 15° con this \$180,000 investment and stands to cash in on the second company being bankrolled by the Los Angeles and San Francisco Light Opera Assn. The original production is netting \$12,000 weekly.

Lend an Ear" recently made initial return of 20% the an initial return of 20% (the amount of the overcall), having first paid off the \$30,000 loss from the Coast production. Figuring on its cash reserve, it has an estimated \$45,000 still to be regained, but is expected to get that amount by mid-summer, at the Broadhurst N. Y.
"Madwoman of Challet" which

Molly Picon in Oct. 3 N. Y. Musical Opening

Molly Picon stars in "Abi Gezunt." new Yiddish musical to be directed by her husband, Jacob Kalich, which opens the 1949-1950 season at the Second Avenue theatre, N. Y.

Irving Jacobson and Mae Schoenfeld will be featured. Opening will be Oct. 3.

Tandy to Star In Bemelman Yarn

Actor-director Hume Cronyn will star his wife. Jessica Tandy, in a tryout of "Now! Lay Me Down to Sleep," the Elaine Ryan adaption of Ludwig Bemeirrans novel, this summer, at Leland Stanford Univ., Palo Alto, Cal. The opening is set for July 21 and rehearsals will start June 27, with Cronyn etaging. He intends presenting the staging. He intends presenting the play on Broadway next fall.

play on Broadway next fall.

Miss Tandy, who withdraws next week from the featured femme lead in the original production of "Streetcar Named Desire." at the Ethel Barrymore. N. V., is due to report Aug. 21 at 20th-Fox, having been granted a month's extension to do the Byan play. Except for a vacation last summer, she has been in "Streetcar" since the opening a year-and-a-half ago. In order to stay with the show the second scason she agreed to an extension of her contract with 20th-Fox.

With Miss Tandy exiting the

N. Y. Madwoman of Chaillot," which in "Streetcar," since the opening a war-and-a-half ago. In order to involved a cost of \$72,000, including a \$12,000 loss on the first few weeks, run, has repaid one-third of the investment and will pay another third this week. It's just about in the black, at the Belszo, N. Y., where it suspends June 25 for the summer.

"Charley" Gets Back 75% (Tis \$200,000 invest-more), espire an abnormal royalty (Continued on page 50)

"Streetcar," since the opening a wear-and-a-half ago. In order to order ago.

"War-and-a-half ago. In order to order the stay with the show the second season she agreed to an extension of the investment and will pay another contract with 20th-Fox.

With Miss Tandy exiting the Broadway edition of "Streetcar," by Uta Hagen, who has played it for the last year on the road. At the same time, Ralph Meeker and Carmelita Pope succeed to the original ment, despite an abnormal royalty company, replacing Marlon Brando and Kin Hunter.

15 MONEY SHOWS

The Broadway season of 1948-49 has been a notable one. It has been of extremes. including several distinguished critical suc cesses and boxoffice hits, as well as some of the costliest failures on record. On the basis of mere pro-duction volume, the season was not particularl impressive.

particularl, impressive.

Total of 63 productions (including "Mr. Adam," tonight's (Wed.) preem) will have been presented on Broadway when the season officially ends May 31, compared with 67 entries during the 1947-48 season. That does not include four off-Broadway productions by New Stages, five return engagements of previous-season hits at City Center, or six Invitational Series tryouts by the Experimental Theatre. The regular Experimental Theatre has been Inactive this season, and there have been no visiting troupes has been inactive this season, and there have been no visiting troupes from abroad, such as the D'Oyly Carte Opera, the Dublin Gate The-

from abroad, such as the D'Oyly Carte Opera, the Dublin Gate The-atre and Habimah Theatre. Approximately \$6,500,000 has been invested in Broadway produc-tions during the season. As de-

Hackett Stalls On Case Backing Anderson Suit

Francis Hackett, whose plagiarism claim against Maxwell son last week brought a \$100,000 tibel suit against him, still hasn't started legal action to back his original accusation. His attorney, Fanny E, Holtzman, has indicated he will do so, although there is no hurry about it. Hackett was served with papers in Anderson's suit yesterday (Tues.) just before salling for Europe.

yesterday (Tues.) just before sailing for Europe.

Anderson's libel suit is based on quoted statements in the N. Y. Times and Herald Tribune. In which Hackett said he believed Anderson's play, "Anne of the Thousand Days," at the Shubert, N. Y. had been plagjarized from Thousand Days," at the Shubert, N, Y., had been plagiarized from two of his 'Hackett's' books, "Henry the Eighth—a Personal History" and "Queen Anne Boleyn," plus his dramatization of the latter. When informed of Hackett's alleged assertions, Anderson indignantly denied the charge. His suit is not directed at either the Times or Herald Tribune.

Tribune.

Hackett's claim against Anderson was the subject of a meeting early last week of the Playwrights' Co., of which Anderson is a member and which, in association with Leland Hayward, is producer of 'Anne of the Thousand Days,' It was decided to fight Hackett's claim, even though the Plawrights members were warned that the case might cost from \$10,000 upwards to defend. Anderson entered suit for libel several days later.

Normally, fibel involves written statements, whereas slander involves the spoken word. However, Hackett's allegations recarding his books and the Anderson play were sent in writing to the Playwrights' Co. in explanatory support of his claim, when the matter was originally broached. Normally, libel involves written

inally broached.
Hackett received a "substantial" settlement from Sir Alexander Korda and United Artists after he had brought suit over alleged similarities between his books and the film, "The Private Life of Henry VIII." starring Charles Laughton.

"Streetcar" For Omaha
Omaha, May 24.
Tristates Theatres Corp. booked
road company of "Streetcar Named
Desire" for Omaha theatre Oct.
24-26.

63 PRODUCTIONS. See Dramatists' Contracts Changed To Exit References to Voided MBA

Runs in the Family

Kuns in the Family
Olney, Md. May 24.
Jamie MacArthur, 11-yearold son of Helen Hayes and
Charles MacArthur, will make
his stage debut in "The Corn
Is Green" at the Olney theatre
here, week of June 13.
His sister Mary, 19, will play
the Thelma Schnee brat part,
with Frances Starr in the Ethel
Barrymore lead role.

Equity May Act On Balto House **In Booking Snag**

to help the management of the Maryland theatre, Baltimore, to get regular legit bookings will be subregular legit bookings will be sub-mitted to the union's membership meeting June 3 at the Asior hotel? N. Y. The council has considered the matter, but made no decision. General feeling of the council is understood to be sympathetic to the non-segregation policy of the theatre, but there's some question of the legal angles involved, under the Equity contract with the League of N. Y. Theatres. It's generally conceded that, un-

the Equity Cannot be a specific to the present part expires a year hence. Equity cannot actually forbid its members from appearing at the opposition Ford's theater, which is retaining its racial segrements below the second to the accepted terms for current shich is retaining its racial segrements. the opposition Ford's theatre, which is retaining its racial segregation policy. However, it's figured the union might suggest that members, as individuals, request a clause in their contracts excusing them from playing Ford's. Or it might merely issue an explanation of the situation and leave it to the members to take whatever action they see fit.

Question of Dramatists Guild.

Question of Dramatists Guild action on the matter was to have been discussed by that organiza-tion's council meeting yesterday (Tues). However, the entire ses-sion was devoted to consideration sion was devoted to consideration of the Guild's status under N. Y. Federal Judge Simon H. Rifkind's decision of last week outlawing its minimum basic agreement with the League of N. Y. Theatres. It's figured possible that most of the top dramatists, who two seasons ago signed a pledge not to permit their shows to play the segregation-policy National theatre. Washington, may extend the nix against Ford's.

Ford's.

Situation arose recently when the management of the Maryland, which had switched to a non-segregation policy, appealed to Equity and the Guild to help it get bookings. Ford's, retaining its jim crow setup, is affiliated with the United Booking Office, which normally gives it the pick of touring Broadway productions.

LONDON DEAL IMMINENT FOR 'DETECTIVE STORY'

Sidney Kingsley, already juggling several offers for the screen rights to Detective Story, is also dickering with various London managements for a West End production of the play. Deal for the latter may be set almost momentarily. mentarily.

Among the British producers angling for the hit melodrama are Jack Hylton, Jack Buchanan and Hugh Beaumont. The latter, who Hydon, Jack Buchalan and Hugh Beaumont. The latter, who produces under the H. M. Tennent, Ltd., setup, is fepresented in this deal by his general manager, William Conway, currently in New

"Detective Story" has been play-ing to capacity at the Hudson. N. Y., as a presentation of Howard Lindsay and Russel Crouse.

Although virtually all existing Although virtually all existing Broadway production contracts have been legally outlawed, little immediate change is expected in the legit field. Prospects are that contracts for current and pending shows will be redrafted to eliminate references to the voided minimum basic agreement of the Dramatists Guild, but to retain the same terms.

same terms.

It's figured that the same royalty rates and other basic terms, which have been standard under the Guild's agreement, will probably be continued by most established authors, who are in position to insist on them. However, there may be cases in which playwrights with desirable scripts may try to boost their share of film sales higher than the present 60%.

On the other hand, new dram-

higher than the present 60%.

On the other hand, new dramatists not in position to hold out for standard terms are seen likely to accept less attractive deals, including lower royalties, smaller slice of film sales and subsidiary rights, and/or less authority over script changes, casting, etc. With the minimum basic agreement nullified, the new authors are without the previous protection, since the Guild can no longer enforce standard contractual terms.

Although the voiding of the basic

standard contractual terms.

Although the voiding of the basic agreement had been more or less anticipated for several months, the actual decision of N.Y. Federal judge Simon H. Rifkind last week has thrown legit circles into contision. Neither the Guild nor the League of N. Y. Theatres, with which the pact is in effect, had any immediate plan for dealing with the situation.

Englese Compilications.

Vincent Again **Fund Prexy**

Tund Prexy

The 67th annual meeting of the Actors Fund of America, held Friday (20) in N. Y., saw the reelection of Walter Vincent, president; Harry G. Sommers and Katharine Cornell, first and second v.p.; Vintered Proceedings of the State of Campbell, secretary, and the following trustees for three years, Charles Dow Clark, Jacob I. Goodstein and Warren P. Monsell. Newly elected members of the board of trustees are George Abbott and Louis Calhern. Vincent has been fund's prexy since 1941. Organization's financial status was reported on by Freedley, who noted a surplus of \$89.451.02, over expenditures. Gross income was \$336.978.32 including bequests of und benefits. Relief cases during the year totalled 13.104, with \$170.210.12 dispersed by the charity committee to needly thesp. This sum is exclusive of the cost of maintaining the Actors Fund Home at Englewood, N. J. During the meeting Vincent made a pitch to the younger element, with the suggestion that if the organization could game enough new blood a junior league might be formed.

Dilemma in 'Black'

London, May 24.

Flora Robson is in the middle of an unfortunate dilemma. English star opened in "Black Chiffon" for E. P. Clift, at the out-of-the-way Westminster theatre, and has created a record for house at \$10.000 per week. Henry Sherck has her under contract for a new show. "Charles and Mary Lamb" due sometime-in July, having left the for the interim to Clift.

Clift is now looking frantically for a star to replace Robson Otherwise one of the biggest hits of his career may have to fold.

**

**Kas Me, Kate" (M) (C-\$180,000) (R-\$250,000),

"Lend an Ear" (M) (C-\$117,000) (R-\$75,000),

"Laipt Up the Sky" (P) (C-\$75,000) (R-\$87,000) (clased),

"Madwoman of Chaillut" (P) (C-\$95,000) (R-\$87,000) (clased),

"Private Lives" (P) (C-\$25,000) (R-\$125,000) (Closed),

"Sliver Whistle" (P) (C-\$38,000) (R-\$55,000) (See Note),

"South Pacific" (M) (C-\$225,000) (R-\$120,000),

"Where's Charley?" (M) (C-\$200,000) (R-\$160,000),

Protests by actors regarding excessive travel on one-night stands with bus troupes this season was occasion of special Equity conmittee hearings over the weekend. Committee, chairmaned by Baiph Bellamy and including Mady. Christians and Willard Swire, heard-complaints in reference to the Margaret- Webster Shake-spearean Co. Barter Theatre and other troupes. Interrest, however, centered on the Webster, tour.

Selma Warlick, head of National Concert & Artists Corp. popular and lecture division, who booked the tour in association with Sol Hurok, appeared before the committee to explain some of the problems involved. Miss Warlick admitted that some of this season's pops were brutal, but claimed they couldn't be helped. NCAC wanted to lay off Holy Week, for instance, but the troupe wanted to play. With schools closed, it was necessary to do some long-distance travel between dates, but bookings were made with Iroupe's knowledge.

NCAC was allowed 500 miles on weekend hops and 250 miles in day-to-day travel.

Miss Warlick, who has 90% of next year's tour booked, explained to the Equity members that hers year; the first time Miss Webster tried touring the Bard by bus. Most of the dates were schools, and such things as football games, proms, exam weeks had to be taken into consideration in booking, to avoid slim attendance, with bookings made around them. Colleges themselves had to be educated to this form of entertainment.

Equity committee agreed that Miss Warlick had had special problems and elevative travel between dates in the problem this year, the first time Miss Webster tried touring the Bard by bus. Most of the dates were schools, and such things as football games, proms, exam weeks had to be taken into consideration in booking, to avoid slim attendance, with bookings made around them. Colleges themselves had to be discussed to the problem this year, the first time Miss Webster tried to this form of entertainment.

Equity committee agreed that Miss Warlick had had special problems and elevative travel for the c

Equity committee agreed that Miss Warlick had had special problems and okayed setup for the new touc. However, weekend problems and okayed setup for the new tone. However, weekend travel this year was reduced from 500 to 350-mile llmit, and daily travel cut in east from 250 to 150 miles, and in west from 250 to 200 miles, with necessary adjustments to be made. Next season's troupe will also get two days in each month completely free from travel. NCAC booked the Webster troupe this season, with a guaranteed weekly Equity salary for 29 people for 30 weeks Troupe presented "Macbeth" and "Hamlet" in 109 cities.

HUROK MULLS B'WAY FOR SPANISH REVUE

FUK DYANISH KLYUE

Sol Hurok is mulling bringing east for a Broadway house as a legit attraction a Spanish revue, "Cabalgata" ("Cavalcade"), currently at the Bilmore, Los Augeles, Latin-American troupe of variety acts, totaling about 50 members, has played Central America, and had a straight engagement of eight months in Havana, "Cabalgata" opened last week in L. A. to excellent reviews, Daniel Cordova is the producer.

Nut for the troupe is estimated at \$18,000 to \$20,000 weekly, Hurok will make up his mind within the

will make up his mind within the next 10 days, as he flies thereafter to Europe to finalize arrangement for the visit of Sadler's Wells Bal-let of London to N. Y. in the fall.

Longhair Shorts

Longhair Shorts

Rise Stevens to sing Octavian in "Rosenkavalier" at Paris Opera, in her first French visit in eight years. She'll be guest star with the visiting Vienna State Opera Co. . . Polyna Stoska, who sang lead in the Broadway original, will sing the concert version of "Street Scene" at Lewisohn Stadium, N.V., and Hollywood Bowl this summer. . . . Blanche Thebom has set up a \$1,500 scholarship award for young singers . . First concert version of Wagner's "Tristan and Isolde," in 1½ hour length adapted by Dr. Ernst Knoth, to have first performance, with Helen Traubel and Lauritz Melchior in leads, at Robin Hood Dell, Philadelphia, June 27.

June 27.

Fritz Kreisler to spend summer at Stockbridge, Mass., starting fall tour Oct. 18 at Harrisburg. Pa.

Alfredo Salmaggi awarded certicate of achievement for work in opera by Italian Historical Society of America. Ellabelle Davis, now on European tour, to make her first appearance at Lewisolm Stadium, N. Y., Aug. 1, with Efrem Kurtz

Eved for Guild Tryout

Pittsburgh, May 24.
"Theatre Guild on the Air" broadcast from here last week may turn out to be a break for "Of All Things," original musical current at Pittsburgh Playhouse. Air show at Pittsburgh Playhouse. Air show brought Lawrence Languer-and this wife. Armina Marshall, to town and they took in the revue, sending Paul Crabtree, Theatre Gulld di-rector, here a few days later for another look at it. Crabtree's going

another look at it.

Crabtree's going to stage an original revue for the Languers at their Country Playhouse in Westport. Conn. this summer with a possible eye on Broadway in the fall. Crabtree conferred with Fred Burleigh, Playhouse director, and several of the authors of "Of All Things" after he saw the show and its possible that a lot of malerial will find its way into the Westport production. It was here at Playhouse that Charles Gaynor's "Lend an Ear" also started on its way. an Ear" also started on its way.

Robert E. McEnröe's "Silver Whistle" has been published by the Dramatists Play Service, which will also handle the amateur rights. Fred Johnson, drama critic of the San Francisco Call-Bulletin, was in New York last week to cover the reopening of vaudeville at the Palace and catch "South Pacific". Shirley Potash, secretary to Oscar Hammerstein, 2d, is on crutches with broken ankle. Back-to-normal sign: Holels in key cilies are writing to Broadway managers to solicit business from touring legit troupes. Maybe the 1950 Guide Book of the Assn. of Theatrical Press Agents & Managers will include a list of members, as a practical aid to employment.

Marjorle and Sherman Ewing will produce "The Perfect Pallern," by Madeline Davidson and Maurice Glucher, if they can solve casting problems. Louis Lolito. president of City Playhouses and manager of the Martin Beck theatre, N. Y., sailed last week for a month's show-tatching in London. John C. Wilson will direct the musical version of "Gentlemen Prefer Blondes". Betty and Jane Kean Join the cast of "Along Fifth Avenue" next week, when Nancy Walker and Carol Bruce exil. "Miss Liberty," the Robert E. Sherwood-Irving Berlin musical, will be among the shows selling tickets through Swern's department store in Trenton. Altorney Howard Reinhelmer went to the Coast this week, to be gone about three weeks. He'll headquarter at his place at Sun Vallerey. "The Warrior's Husband" opened 14-night stand at Alley theatre's circle style playshouse. Houston. Nina Vance directed. Mary Hunter will stage the new Lynn Riggs play. "Out of the Dust," which the Theatre Guild is trying out this summer at Westport, Conn., preliminary to a road librettist Robert Carson on their "Guys and Dolls" adaptation of Damon Runyon characters. His partner, Cy Feuer, will act as ceneral manager for their Where's Charley." production . Legit actress Heel Baron en route to Israel to appear in a Hebrew version of "Borr Yesterday," which she adapted.

Dancer of Broar Vesterday, "which she adapted.

Dancer of Broar

1948-49 Broadway Season

Key to parenthetical designations: (P) Straight Play, (M) Musical, (C) Cost of Show, (R) Estimated Amount Regained So Far, (L) Estimated Loss,

"Anne of the Thousand Davs" (P) (C-\$125,000)

"Anne of the Thousand Davs" (P) (C-\$123,000) (R-\$350,000) (R-\$317,000) (R-\$317,000)

FAILURES

All for Love" (M) (L-\$500,000). Along Fifth Avenue" (M) (L-\$250,000) (See Note),

"All for Love" (M) (L-\$300,000).
"Along Fifth Avenue" (M) (L-\$350,000) (See Note).
"Along Fifth Avenue" (M) (L-\$350,000) (See Note).
"All War will the Arm." (P) (L-\$50,000).
"All War will the Arm." (P) (L-\$50,000).
"Biggest Thirt in Town (P) (L-\$50,000),
"Bravol" (P) (L-\$100,000).
"Bravol" (P) (L-\$100,000).
"Bravol" (P) (L-\$100,000).
"Don't Listen, Ladies" (P) (L-\$350,000).
"Don't Listen, Ladies" (P) (L-\$300,000).
"Por Heaven's Sake, Mother" (P) (L-\$300,000).
"For Heaven's Sake, Mother" (P) (L-\$300,000).
"Gayden" (P) (L-\$300,000).
"Gayden' (P) (L-\$300,000).
"Heaven on Earth" (M) (L-\$320,000).
"Heaven on Earth" (M) (L-\$320,000).
"Heaven on Earth" (M) (L-\$300,000).
"Lig Green" (P) (L-\$100,000).
"Leaf and Boush" (P) (L-\$120,000).
"Leaf and Boush" (P) (L-\$300,000).
"Leaf and Boush" (P) (L-\$300,000).
"Life with Mother" (P) (C-\$400,000).
"Magdalena" (M) (L-\$330,000).
"Magnolia Alley" (P) (L-\$300,000).
"Total loss for

Total loss for all failures, \$4,535.000.

Total loss for all failures, \$4,535.000.

ADDITIONAL

New Stages presented four productions during the season ("The Victors," "Blood Wedding," "The Sun and Pand and "Bruno and Sidney") at an estimated total cost of about \$35,000, and involving a loss of around \$15,000. Return engagements at City Center included "Show Boat," "The Medium" and "The Telephone," "Carousel," "Medea" and "Man and Superman," all successful.

A lafe-season production not yet possible to classify as a hit or flop is "Mr. Adam" (C-\$60,000).

CLOSED OUT-OF-TOWN

"Born Yesterday" (P) (1945-46) (C-\$38,000) (R-\$630,000, plus about \$375,000 due from film sile), "Streetcar Named Destre" (P) (1947-43) (C-\$64,000), (R-\$630,000), (R-\$6300,000), (R-

HOLDOVERS THAT HAVE SINCE CLOSED

"Allegro" (Touring)
"Angel in the Wings"
"Annie Get Your Gim" (Youring)
"Ballet Ballads"
"Brigadoon" (Touring)
"Command Decision"
"Finian's Rainbow" (Touring)

"For Love or Money"
Habimah Theatre
"Hrivey" (Touring)
"Heiness"
Hold R"
"Ibid R"
"Joy-to the World"
"Look, Ma, I'm Dancin"

"Make Mine Manhattan" "Me and Molly"
"Play's the Thing"
"Respectful Prostitule" and "Hope Is the Thing" (Touring)

Note: "Silver Whistle," "Make Way for Lucia" and "Set My People Free" were financed as a single unit for a total of \$150,000.

"Along Fifth Avenue" cost approximately \$200,000 to produce and is estimated to have lost an additional \$50,000

alone then.

"At War with the Army" has about broken even since its opening.

"Diamond Lil" had regained most of its investment when it suspended, but expenses since then have dissipated.

The Traitor" cost about \$40,000 to produce, but has lost an estimated \$10,000 since the opening.

\$6,500,000 Invested

tailed in the accompanying list of shows, that includes an estimated states, that includes an estimated stream of Lucia." "Madwoman of Chailes, "Baye stream of Lucretta," "Shop at Sly Corner" of Lucretta, "Shop at Sly Corner" of Lucretta, "Shop at Sly Corner" of Lucretta, "Shop at Sly Corner" of or on tour.

There have been 15 hits during the season, involving a total production outlay of about \$1,940,000. They have earned back around \$2,176,000 so far. Some of these, such as "South Pacific," "Kiss Me, Kate." "Death of a Salesman" and "Detective Story," are expected to go on earning substantial profits for several more seasons. Others, such as "Edward, My Son" and "Light Up the Sky," have aiready closed, but will make some additional coin from stock and amateur rights and, in the latter case, possible film sale.

Balancing the Books There have been 15 hits during

Balancing the Books

Balancing the Books

It's figured possible that when the current hits are through paying off, even excluding the probable return from film sales, the profits may equal the losses on the flops and thus balance the books for the season as a whole. Taking into consideration the return from screen rights to such hits as "Death of a Salesman," "Detective Story," "Kiss Me. Kate," etc., the season may show a moderate overall profit. If the costly flops of occasional or come-lately producers were excluded, the debit total for the season would be substantially reduced. In other words, if an investor bought more or less standard slices of all productions of all established managements he would probably be assured of a reasonable overall profit.

Of the 63 productions during the

profit.

Of the 63 productions during the

Of the 63 productions during the season, 43 were straight plays (including eight hits), 16 musicals usual financing setup for the musicals (six hits) and four revivals (one (six hits) and four walls deal, ollowing nine imports: "Edward, My Son," "Minnie and Mr. Willer (Story," the Sidney (six hits) and (six hits) a

Disregarding the numerous Coast tryouts that were announced as headed for Broadway, only one production folded during a preliminary tour. That was "That's the Ticket," which closed in Philadelphia. There were 21 holdovers from previous seasons when the 1948-49 semester got under way last June 1. Of those, four are still running on Broadway.

'South Pacific'

Continued from page 49 =

setup that raises its operating nut. It is still doing near-capacity business at the St. James, N. Y., and is expected to reach the break-even

is expected to reach the break-even mark during the summer.

"Anne of the Thousand Days." Maxwell Anderson's drama, has paid back 50% of its \$125,000 cost, and has an additional reserve of about 30%. It suspends during the summer, but is figured likely to get into the black in the fall, at the Shubert, N. V., and may earn a profit on tour.

"Goodbye My Fancy," starting

"Goodbye, My Fancy," slarring Madeleine Carroll, has pald a profit of \$15,000 after regaining its \$65,-000 cost, and has a reserve of \$10,-000, plus \$12,500 in bonds. It's at the Fulton, N. Y.

"As the Girls Go." which cost approximately \$340,000 to produce, needs about three more weeks to get into the black. After that, producer Michael Todd will get virtually all the profits, under the unusual financing setup for the musical. It's at the Winter Garden, N. Y., on a four-walls deal.

and has another 25% of undistributed earnings. It's playing to capacity trade at the Hudson, N.Y.

'Edward' 100' Profit

"Edward, My Son," which folded-recently at the Martin Beck, N. Y., piled up a profit of nearly 100% on its \$70,000 investment, with only two losing weeks at the end. There will probably be some additional return from the play's stock and amateur rights. amateur rights.

amateur rights.

Similarly, "Light Up the Sky,"
Moss Hart comedy which shultered
Saturday (21) at the Royale, NY,,
netted a profit of about \$20,000 on
its \$75,000 investment, but will
likely add to that from a tour and
subsidiary rights, including a possible film sale.

subsidiary rights, including a possible film sale.

"Life With Mother." financed for \$100,000, has regained an estimated \$60,000, but is also figured to get substantially more on the road next season, plus various subsid returns. The backers of the Osear Serlin production have not yet received any actual return on the investment, however. It closes June 4 at the Empire, N. Y.
"Silver Whistle," which the Theatre Guild financed in a triple setup with "Set My People Free" and "Make Way for Lucia," has made a profit of about \$17,000 on its own, but isn't figured likely to make up for the loss on the other two shows, even if it's sold to pictures. It closes Saturday (28) at the Billmore, N. Y., but is announced to reopen in the fall, with Jose Ferrer or another star.

Maurice Evans, playing the final work of his footingly's return en-

rer or another star.

Maurice Evans, playing the final week of his fortnight's return engagement in "Man and Superman," at the City Center, N. Y., has made a profit of around 100% on tour this season. That's added to the same amount he made on the Broadway run. The revival was financed at \$60,000. Unusual aspect of Exans productions is that he pays 60% of the profits to the backers, instead of the 50-50 split most producers pay. most producers pay.

Show in Rehearsal

"Miss Liberty" — Robert Sher-wood-Irving Berlin-Moss Hart.

Total Broadway Grosses

The following are the comparative figures based on Variety's proffice estimates, for last week and the corresponding week of

This Season	Season
Number of shows current 23	28
Total weeks played so far by all shows 1207	
Total gross for all current shows last week \$517,900	\$578,000
Total season's gross so far for all shows \$28,363,800	\$28.251.500
Number of new productions so far 66	

Chi Biz Spotty; 'U.S.A.' OK \$34,800, 'Allegro' NSG 23G, 'Prostie' Sad 12G

IN WEEK AT INDPLS.

Journ eight performances at the Murat (2,000) May 16-21. Top was \$4.20. Williams drama outdrew the musical. "Brigadoon" which ran into record May heat wave and settled for the same figure at the Murat, same scale, in eight performances week of May 2-7.

eight performances week of May 2-7.

One event remains on indoor schedule here. Olsen & Johnson arena show. "Funzapoppin", at Coliseum June 3-12.

Indiana University made \$30.000 cost of two performances by Metropolitan Opera Co., "Lucia di Lamnermoor" and "Carmen," there May 16-17. "Carmen" fattening the take with near-sellout at \$7.20 top in 3.800-seat auditorium. Met also played to estimated 6.000, mostly students, in performance of "Mignon" at Purdue U. Hall of Music May 18.

Munsel, Stoska Set For

Pittsburgh Operettas

Indianapolis, May 24. Streetear Named Desire" closed it season here with hefty \$23,) in eight performances at the trat (2,000) May 16-21. Top

Weekend rain nicked takes last week, with Blackstone shuttering with exit of "Mr. Adam" after five weeks of tussling below-profitable "Allegro" slipped more than \$4.000 and may pull up stakes

than \$4.000 and may pull up stakes on short notice.
First week of "Inside USA" came through in satisfactory fashion, while II performances of "Respectful Prostitute" and "Hope Is the Thing With Feathers" garnered fair returns despite civic fingerpointing. "Mr. Roberts" is on upswing again, with hypoed ad campaign bringing in convensh tradeolsen & Johnson's "Funzapoppin" is holding its own at the Chi Stadium.

Estimates for Last Week

Estimates for Last Week
"Allegro," Great Northern (5th
week) (1.500; \$4.94). Dropped from
last week, to under \$23,000.
"Inside U S A," Shubert (1st
week) (2.100; \$4.94). Best b.o.
here, with \$34.800.
"Mr. Adam." Blackstone (5th
week) (1.338; \$3.80). Closed Sat.
(21); almost \$5.500.

(21); almost \$5,500.

"Mr. Roberts," Erlanger (36th week) (1,334; \$4,33). Up over last week. Still strong draw with almost \$22,000.

"Respectful Prostitute" and "Hope is a Thing With Feathers," Harris (1st week) (1,000; \$4,33). First 11 performances showed disappointing \$12,000.

SEATTLE THRIVES ON OWN LEGIT GROUPS

Seattle, May 24.

deciding long ago not This town, deciding long ago not to be entirely dependent on visiting drama companies, has built a thriving legitimate theatre of its own. Geographical location has been a strong factor in nourishing the local theatres, because here in the farthest reaches—3,000 miles from Broadway, 1,400 from Hollywood—Seattleites who wanted regular legit entertainment had to regular legit entertainment had to produce it themselves.

produce it themselves.

This week, while the Lunts are playing to capacity houses at the Metropolitan in "I Know My Love," there are also two new plays on the boards here. Glenn Hughes' "Bon Voyage" is winding up a four-week run at the Showboat and "Beside Myself," by Mildred Summit and Estator Settler Settler Settler. boat and "Beside Myself," by Mildred Summit and Stanley Satenstein, is completing a two-week run
at the Center. "Beside Myself" is
a Tryout Theatre production, its
41st. and "Voyage" is the 100th
offering at the Showboat. In addition to these two, the Repertory
Playhouse has "The Big Doorstep."
and at the Penthouse is "John
Loves Mary." Plus which there are
a 'number of other little theatre
groups playing around.

Brown-'Harvey' Only \$13,000 in Buffalo

Joe E. Brown couldn't find enough rabbit-fanciers here last week. grossing only about \$13,000 in eight performances in "Harvey" at the Erlanger.
Comedy moved to Toronto for this week.

New Faces for St. L.

St. Louis, May 24.
Seven new faces will appear in comedy roles during the forthcoming season of al fresco entertainment in the Forest Park playhouse and sponsored by the Municipal theatre Assn. They are Olive Reeves Smith, Ruth Gillette, Sig Arno, Buster West, Lou Wills, Jr., Joe E. Marks and Robert Bernard.

Returned from former seasons are William Lynn, Paul Gilbert, Leonard Elliott, Helen Raymond, Sihyl Bowan and Mary Wickes. The season tees off June 9 with an 11-night stand of "The New Moon."

'OKLA.!' NG \$15,600 IN VERMONT SPLIT

Barre, Vt., May 24.
Although it was the first legit show to play the area within the memory of any but the oldest local residents, the celebrated any bus nts, the cele failed to spark those New E. local residents, the celenrateo "Oklahoma" failed to spark mucht enthusiasm in these New England hills last week. In eight performances in Rutland, Burlington and here, the Rodgers-Hammerstein musical totalled only a bit over \$15.600.

Following a disappointing stand the prévious week in Manchester, N. H. the show closed its long tour here Saturday night (21).

\$25,100 for 2d Co.

\$25.100 for 2d Co.

Hershey, Pa., May 24.
Second company of "Oklahoma." rolled up a satisfying gross of better than \$25.100 last week in brief stands at the Karlton, Williamsport, and the Community auditorium here, playing four performances each spot.

Theatre Guild show is at the Playhouse, Wilmington, all this week.

'Waltz' 49G, L.A.; 'Cabalgata' 11G

Legit gross picked up in two houses, held steady in one and didn't do so well in two others. Clearing weather at week's end helped where the boxoftice was solid. Two shows closed, leaving but three for legitgoers. "Love in neiped where the bootstice was solid. Two shows closed, leaving but three for legitgoers. "Love in Upper Sandusky," comedy at the Las Palmas, folded due to bad biz. "leccapades of 1949," registered a rousing take, but wound up its run to move out of town.

Estimates for Last Week
"Biackouts of 1949," El Capitan (360th wk) (1.142; \$2.40). Up from last week to \$16.600, healthy margin of profit.
"Cabalgata," Biltmore (1st wk) (1.636; \$4.20). Sol Hurok's imported Spanish revue failing so far to attract trade. Show holds for second week after poor initial stanza at \$11.000.
"Icecapades of 1949." Pan Pacific Aud (5th wk) (6.150; \$3.60). Sock final week of \$103.000, off minutely from previous week.
"Love in Upper Sandusky," Las Palmas (1st wk) (388; \$3). Poor \$3.800.
"The Great Waltz," Philharmonic Aud (2nd wk) (2.670; \$4.80). Cutrate season tickets are still holding figure down, but biz up somewhat over opener, with gross of \$49,500. but three for legitgoers. Upper Sandusky," com-

Pittsburgh, May 24.
Couple of opera stars, Patrice Munsel and Plyna Stoska, who have appeared here previously only in concerts, have been engaged by william Wymetal, managing director of the Civic Light Opera Assn., for two of the early operettas at Pitt Stadium this summer. Miss Munsel will co-star with Richard Charles in "Naughty Marietta"

Munsel will co-star with Richard Charles in "Naughty Marieta" week of June 20, and Miss Stoska comes in the following stanza for the fenme lead in "The Vagabond Vior"

King." Tentative arrangements have been made with Marion Bell, who was in "Brigadoon" originally, to do "Good News" July 18 but con-Lunts Record \$27,103

was in "Brigadoon" originally, to do "Good News" July 18 but corracts haven't been signed yet.

Yesterday' Fair 9G

In Lagging Boston Boston, May 24.
Between-season lult currently sunder way in the fluth with only one legit attraction in town and none of the silo circuiters yet of the state of the state

B'way B.O. Better; 'Fancy' \$17,500, Evans \$25,000, 'Streetcar' \$19,000, 'Girls' \$40,200, 'Traitor' 9G, Folds

maintained their regular SRO pace.

Weekend attendance, usually solid through the winter months, is beginning to taper off with the arrival of warm weather. During the summer this tendency will probably increase, with most Friday and Saturday trade coming from visitors from out-of-town.

Opening tonight (Wed.) is "Mr. Adam" and tomorrow n ight (Thurs.) will bring the revamped skating show, "Howdy, Mr. fee of 1950." That winds up the season's schedule. "Light Up the Sky closed last Saturday night (21). "Silver Whistle," "The Traiter." "Man and Superman" and "Big Knife" shutter next Saturday night (23) and "Life with Mother" existing following week, June 4.

Estimates for Last Week

Keys: C (Conedy), D. Drama).

the following week, June 4.

Estimates for Last Week

Keys: C (Comedy), D (Drama),
CD (Comedy) Drama), R (Rerue),
Other parenthetic figures refer,
to scating capacity and top price
including 20% amusement tax.

However, estimates are net; i.e.
exclusive of tax.

"Along Fith Avenue." Imperiat
19th week) (R-1,472; \$6). Rose a
bit with the trend; still in the red
at \$19,000.

"Anne of the Thousand Days."
Shubert 24th wko (R-1,378; \$4,80).
Also felt the general upturn; \$21,800.

"As the Girls Go." Winter Garden (27th wk) (M-1,519; \$7,20).
Registered a nice rise to over
\$40,200.

"At War With the Army." Booth
(12th wk) (C.712; \$4,90). (Cupped)

Registered a nice rise to over \$40,200.

"At War With the Army," Booth (12th wk) (C-712; \$4.80). Climbed with the field and operating in the black at \$8,500.

"Big Knife," National (13th wk) (D-1,172; \$4.80). Closing Saturday night (28) after 109 performances; skidded again; trifle over \$11,000.

"Born Yesterday," Miller (172d wk) (C-940; \$4.80). Eased off, but can keep going Indefinitely at \$9,200.

"Death of a Salesman," Morosco

\$9.200.
"Death of a Salesman," Morosco
15th wk) 1D-931; \$4.80. Getting
the limit of standers all performances; \$24.400 again.
"Detective Story," Hudson (9th

"Betective Story," Hudson (9th wk) (D-1,057; \$4.80). Bettered capacity at nearly \$22,900.
"Diamond Lil," Coronet (C. 1,004; \$4.80). Was to have relighted last Saturday (21), then scheduled for tonight (Wed.), but row probable for some time next week.
"Goodbye, My Farmer."

There was a moderate improvement in husiness last week on Broadway. Nearly all shows felt the unturn, but one or two declined (28), but is stated to reopen in the slightly and, as usual, the top hits maintained their regular SRO page.

SRO provided Whistle, Biltmore (26th wk) (C-920; \$4.80). Theatre Gnild production closing next Saturday the unturn, but one or two declined (28), but is stated to reopen in the slightly and, as usual, the top hits fall, with another star if Jose Fermanilatined their regular SRO page. (28), but is slated to reopen in the fall, with another star if Jose Fer-rer is not available; substantial betterment last week to almost \$14,800.

"South Pacific," Majestic (7th wk) (M-1,659; \$6). Turning away standee trade at all performances; same \$50,600 every week.

same \$50,600 every week.
"Streetear Named Desire." Bar-rymore (77th wk) (C-920; \$4,80), Satisfactory improvement: bet-tered \$19,000.

satisfactury improvement: bettered \$19,000.

"The Traitor," 48th St. (8th wt.)

19.917; \$4.80). Closing Saturday

night (28)), having failed to catch

public support; tepid \$9,000.

"Two Blind Mice," Cort (12th

wk) (C-1.064; \$4.80). One of the

shows that felt the seasonal effects on weekend attendance; slid

a couple of notches to \$11,000.

"Where's Charley?" St. James

of Ray Bolger's added draw with

juvenile audiences, weekends and

matinces are relatively strong;

hopped back to over \$37,500.

LAUGHTER' SLIPS TO \$8,000 IN CLEVELAND

Cleveland, May 24.
Edward Everett Horton in "Present Laughter" last week slipped to the lowest gross registered by the Hanna in last two seasons. Squeezed between a series of major musicals, the Noel Coward farce drew tepid notices, brushoffs from house's regular clientele and very poor \$8.000 at \$3 top in eight performances.

ances.

In view of the disappointing grosses the comedy has been getting, producers Edwin C. Knill and Martin Manulis cut the play's current stay at the Cass, Detroit, from a fortnight to a single week and take it to the Blackstone, Chicago, opening Monday (30).

Brigadoon' OK 25G In Wk. at Kansas City

Kansas City, May 24.

"Brigadoon" in a week at the Music Hall played to moderate biz, with competish from rainy weather and the American Royal's start, show hit moderate stride to turn in satisfactory \$25,000 at \$4.27 top.

Next on the A & N Presenta-tion's legit schedule is "Streetest Named Desire," set for June 8-11 in the Music Hall.

Finian' Mild \$29,000 For Week at Mpls.

For Week at Mpls.

Minneapolis, May 24.

"Finian's Rainbow" grossed a disappointing \$29,000 for six nights and two matinees at the 1,900-seat Lyceum at \$4,20 top for its exclusive Twin City engagement. St. Paul newspapers refused to accept its advertising or give it aim publicity in retaliation for its passing up the sister twin.

Because the theatre isn't airconditioned or cooled, unseasonably extreme heat hurt business the first half of the week. Critics and customers raved over the show and cast.

cast.

Local legit season ends with
"Streetcar Named Desire," in for
the week of May 30.

'Harvey' 19G, Frisco

"Harvey," with Frank Fay, re-turned to the 'Curran' 15' and chalked up a very good \$19,000 for its first week at the 1,776-seat house, at \$3.60 top.

nouse, at \$3.60 top.

Spike Jones, who originally preemed his "Musical Depreciation Revue" here in September, 47, brings it back again June 6, to follow "Harvey" into the Curran.

DETROIT THEATRES REOPEN

Detroit, May 24. Both of Detroit's legithmate th

Both of Detroit's legitimate the-atres reopened Monday (23). They reported only fair advance sales. The Cass, closed a week, is pre-senting "Present Laughter" for a fortnight. The Shubert-Lafayette, dark for a mooth, has "Annie Get ¡Your Gun" for a week.

Five Year Lease on A. C. Strawhat; Six O'Clock Theatre Co. for Fishkill

Atlantic City, May 24.
Robert S. Courtney, International Broadcasting Corp. prexy.
has signed a five-year lease for operation of the Ocean Playhouse on the Million Dollar Pier here.
Newly-refurbished, the strawhatter will operate under an Equity ban-ner and will employ a star policy.
House, a 2.200-seater, goes into operation June 28.
Alexander Lidor, Greek play-

operation June 28.

Alexander Lidor, Greek play-wright and journalist, will have his new drama, "Springboard to Nowhere," tried out here prior to Broadway, this fall. Play is scheduled for production July 1. Courtney also plans to put on an-other original. Sawyer Falk will serve as director for the two new plays.

Fishkill, N. Y., Strawhat Through arrangements made with ANTA Fred Stewart has engaged a company of 10 actors from the Six O'Cluck Theatre to appear under his direction in a nine-week season at the Cecilwood theatre, Fishkill, Dutchess County, N. Y. A year-round pic house, the Cecilwood will continue to show fitms on Sunday and Monday with the remainder of the week devoted to stock.

Cast will include Joseph Antony

Cast will include Joseph Antony. Cast will include Joseph Antony, Norma Chambers, Jabez Gray, Darren McGavin, William Robert-son and Perry Wilson. John Matus will be the scenic designer. Plays scheduled so far are "The Late George Apley," "Yes, My Darling Daughter," "Our Town," "Chicken Every Sunday" and "The Drunk-add". Scheud. George Apley, Daughter," "Ou Buary Sunday"

June 27 Opener at Riverhead
Riverhead, L. L. May 24.
The Riverhead summer theatre,
new 400-seater, will begin a 10week season June 27 under supervision of George and Ann Lewis.
House will employ a resident
Equity company. Edward Ludlun
has been engaged as director.
Plays for the season have not
yet been set.

Tryout by Pitchfork Barn
Sharon, Conn., May 17.
The Pitchfork playhouse here
will try out Josephine Victor's and
Irving Strouse's "Spring 1865"
during its 10-week season comnoencing June 30. Barn is inaugurating a system of two alternating
stock companies, enabling each
slow to rehearse two weeks instead of the one usually allotted.
Strouse will direct.

2d N. Y. Summer Stock New York City's midtown area Il offer two summer stock oups this season with the recent will offer two summer groups this season with the recent formation of a cooperative group. People's Drama, Inc. outfit, which opens June 4 with John Wexley's "They Shall Not Die," will be located on 41st street near Eighth avenue. The Wexley work is set for three weeks with plays by F.

HUNTINGDON VALLEY

bealth.

LUMBERVILLE

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THEATRE TIME

The only magazine in America devoted

entirely to the theatre, the summer issue articles by: Eugene Burr, Bruce Carpenter, John Gassner, Thyra Samter Winslow, et al.

WILLIAM KEEGAN, Editor Issued four times a year Subscriptions \$1.60 a year; \$2.10 foreign

THEATRE PUBLICATIONS, INC. 152 West 42nd Street New York 18, N. Y.

Galveston Venture
Galveston, May 24.
Allan Winston, baritone-bass of
the Center Opera Co., is planning
a Texas venture for this summer.
He will give a season of eight
weeks starting June 28, with a
name star in each production. Nucleus of his resident company
would be six young actors pressing. cleus of his resident company would be six young actors recruited from New York. He plans on also using local talent. using local talent.

SMU Summer Stock

SMU Summer Stock
Dallas, May 24.
A university summer theatre, financed on a cooperative basis, is being organized at Southern Methodist U. and will give three plays under the direction of Porter Crow. Dr. Harold Weiss, chairman of the department of speech and theatre, will be supervising director.
"Death Takes a Holiday," June 22-25: "Pygmalion," July 20-23, and "Merton of the Movies," Aug. 17-20, will comprise the repertoire.

Musical for Mutual Hall

Musical for Mutual Hall
Buston, May 24.
Al (Li'l Abner! Capp and Lee
Falk tee off their second Boston
Summer Theatre season in New
England Mutual Hall on July 4
with a pre-B'way musical by
Harold Rome and Jerome Chodorov called "Pretty Penny." Musical, staged by George S. Kaufman,
is an intimate musical with a cast
of about 35, Including David Burns,
Lenore Lonergan and Michael
Kidd, who's also doing the choreography.

U. S. Warv

Continued from page 3

will get a fair shake from judges of a friendly country and that it is a simple matter to choose the countries in the festivals of which countries in the festivals of which hollywood will participate. On the other hand, hy going into all the events and facing juries that are heavily-loaded with Communists or fellow-travelers, the Americans know they are certain to come out haddy.

While most of the festivals are erely a device to attract tourist ade, the American companies do trade, the American companies do not overlook their possibilities for promotion of specific pictures and U. S. production in general. It is felt also to be very important now to raise the opinion of Europeans concerning American cultural accomplishments to counteract the constant barrage of detracting Snylet propaganda.

Soviet propaganda.

Importance which is attached to the festivals is evident by the attention they got at the recent sessions of the Anglo-American Film Cunneit in Washington last month. Eric Johnston, Motion Picture Assn. of America prexy, in his outline of the understanding reached with the British, listed as one of the points: "That the British and American motion picture Industries consult as to participation in film festivals, having as the objective one annual film festival as worldwide in scale as the Olympic games."

Venice Plans Disclosed

Rome, May 24. Exposition of International Cinema Art of Venice, headed by Dr. Antonio Petrucci, announced tentative dates for the film festival will be Aug. 11-Sept. 1, so as not to conflict with other film festivals in Brussels, Prague, Edinburgh and Locarno.

in Brussels. Prague, Edindurgi and Locarno.

Although every country in Europe is expected to participate, as well as the U.S. and others, the only entry definitely announced at this time is David O. Selznick's "Portrait of Jennie". Dr. Petrucci said that everything is being done to make the Venice Festival a "pleasure trip" for the guests, of ficials and press. Instead of the monotony of films every afternoon and evening, sightseeing trips, cocktail parties, dances, teas and parties are being arranged. All films will be shown several times at several different hours so that there will be no need of missing a picture.

EQUITY 'DEPLORING' MINORITY WRITE-INS

Reported moves of a minority in Reported moves of a minoruy in Actors Equity to conduct a write-in vote for unannounced candidates in the union's annual election June 3 have been denounced by the organization's council. Official statement adopted yesterday (Tues.) said the council "discounced the organized undergover. (Tues.) said the council "disapproves the organized, undercover write-in campaign and deplores the fact" that the minority "has not chosen to make its candidates known" by the democratic method of an independent ticket.

Council approved a proposed contract to cover summer theatre tryout engagements, and ordered it submitted to the membership at the June 3 meeting at the Astorhotel, N. Y.

Prep Dallas Operettas: 'Central Park' Opener

Dallas, May 24.
Douglas Morris, technical director for the State Fair Casino's summer operetta musical shows, has arrived here to start work. Peter Wolf, art director and scenic

designer, has also arrived.

The local Casino season will open on June 20 with Romberg's "Up in Central Park."

See Dramatists'

Continued from page 49;

producers. Although, as copyright owner of the basic property, the script, the author would stand to halt the run of his show, lose the production and not only involve himself in costly litigation but possibly incur heavy legal damages. More or less the same conditions

Dramatists Guild council failed Dramatists Guild council failed to decide yesterday (Tues.) on a course of action. It probably will appeal the federal court decision, including Rifkind's nix of the basic agreement, to a higher tribunal. If turned down there, it's felt that there's a because of actions and the council failed on the council If turned down there, it's felt that there's a chance of getting a reversal from the U. S. Supreme Court. Meantime, the Guild may not try to enforce the present basic agreement, revised in 1946, which contains most of the conditions that the court found objectionable in the 1941 agreement.

Meantime, a committee consist-ing of Kurt Weill, Elmer Rice and A. O. Goetz will study the prob-lem and report back. Also, the Council will probably meet again late this week in an effort to work out a policy on the matter.

out a policy on the matter.

According to Guild leaders, the court ruling that the basic agreement is illegally monopolistic in restraint of trade, following the Government's anti-trust rulings against ASCAP, points to the need for new legislation to cover the entire copyright situation. It's argued that the ohvious purpose of anti-trust laws was to curb the restrictive abuses of big business, not to prevent the cooperative efforts of creative artists to get advantageous terms for their works.

No Thought of Guild Dissolution There is no thought of dissolv-ing the Guild. But several courses are open to the organization. One is to work out a new minimum basic agreement without the objecnasic agreement without the objectionable features of the 1941 and 1946 pacts. The primary modification might be the dropping of the Guild-shop clause, thus giving producers the right to present plays by non-Guild authors. That might avoid the monopoly angle.

Another possible move would be for the Guild to have a recombe for the Guild to have a recommended form contract for the use of its members, rather than the mandatory terms set under the 1941 and 1946 agreements. It's believed this would provide guidance for authors in dealing with producers, but would provide a loophole to the restraint-of-trade charge, since any author would be free to sign any deal he chose.

Although Rifking's entiries

Plays Abroad

Black Chiffon

London, May 17.

Alec L. Rea. E. P. Clift and Roy Limbert presentation of drama in three acts by Lesles Storm. Directed by Charles Hickman. AI Westminster. London.

oui	54	•																				Dorothy	Gordon
tor															à		ı.			è		Owen	Holder
Thea													ı.			1	Ĺ	Ĵ				Rachel	Gurney
Alich	a		ć		11	ri	16	ı	le					Ĵ	Ĭ.	Ċ	ľ	Ċ	Ĵ	Ċ		Flora	Robsoi
Robe	r	ı	1	ı.	h	1	1	46	11	è			ï	١.		٠.	٠.	٠.	١.		٧	Vyndham	Goldle
Benn	e	i	ŧ		1	1:	9	w	k	i	n	18			,	Ì					1	Anthony	Ireland
														-	-	-	-	-	-	-			

This psychological study of mother love provides a perfect vehicle for Flora Robson. Popularity of the star should make it a sure winner; it's likely to appeal to U.S. audiences, too.

A woman in affluent circumstances, whose husband has spent most of his life away from his family, is arrested for shopliting within a few days of her son's wedding. There has been a strained atmosphere between father and son for years, which has driven the boy into closer union with his mother. into closer union with his mother. A psychiatrist, called in to help in the defense, explains the sudden impulse is due to dread of losing her son, who has made it clear that he will make a clean break from home on his marriage.

When the mother learns that this son-fixation is to be strongly stressed to gain sympathy when her case is heard, she flatly refuses to tet the doctor be called, pleads guilty and is sentenced to three months' imprisonment. She prefers to take punishment rather than risk any hint of abnormality in her relations with her boy. This results in a break in the ice between the two men, with the inference that harmony will be attained through the mother's devotion.

Wyndham Goldie ably supports Miss Robson as the cool, detached husband; Rachel Gurney is charming and sympathetic as their married daughter. When the mother learns that this

Miss Robson as the cool, detached husband; Rachel Gurney is charming and sympathetic as their married daughter and Owen Holder and Dorothy Gordon are duly ardent as the nuptial pair. Anthony Ireland gives dignity and sincerity to the role of the medico and Janet Barrow is a lovable old servant. Production is smoothly characteristic of its competent director, Charles Hickman. Clem.

Frith Banhury presentation. In assuciation with Milray presentation. In assuciation with Milray presentation. In assuciation with Milray presentation. In three aris by Basil Thomas, Directed by Banhury Al Playhouse, London, Miss Rawlings Avice Landone-doseph Lawsun James Havler Tolly Smith Plather Gratrix Milray Plak Milray Plak All Milray Plak Milray Plak All Milray Plak Mayis Plak All Milray Plak Milray Mi

This is a brisk little comedy of ehind-the-scenes activities of the football game as seen by armchair authorities. Primarily a man's play. suther transition and a man's play, story is anuisingly told and could be appreciated by unliep non-sportsmen or women, but its lack of drawing names and specialized subject may detract from its chances. As a film it could be enlarged and euriched to a wider field. he appreciated sportsmen or we of drawing

larged and enriched to a wider field.

Unscrupulous methods of securing star football players forms the story, disclosing the racket behind huge sums often paid for transfer of ace men to wealthier clubs A provincial printer pays more attention to his football club's acquisitions than his own sagging business. His crack player is laid up un the eve of an important match. Discovering one of his employees is to marry the star man of the opposing team, he subtly bribes him with offers of employment and a house in the neighbrohood. When the boy applies for a transfer to accept this proposition the Football Assn. scents unethical conduct; a special meeting is held and the printer is forced to relinquish his post as chairman.

He is a genial rogue, excellently played by James Hayter, Avice Landone is charmingly patient and correct as his indispensable secretary who finds belated romance, and Charmian Ferre and Destarted.

Landone is charmingly patient and correct as his indispensable secretary who finds belated romance, and Charmian Eyre and Derek Blomfield are a natural pair of lovers whose marriage is the cause of the juggery-pokery. Splendid supporting cast, and competent direction contribute to the pleasing entertainment.

The Power of Darkness

Stephen Mitchel London, May 10.
by Leo Tolstoy lip presentation of drama
version by Peter Glenville Jacks English
Glenville, Al Lyric, London
Peter Ignatych
Herbert LomaAkulin lle Directed by
din
Herbert Lomas
Sonia Dresdet
Jean Simmuns
Stuart Granger
Mary Clare
Harold Scoll
Macy Horn
Frederick Valk

Ambitious experiment by film-star Stewart Granger to make his return to the stage after six years finds him in this grim drama of old Russia. Enthusiasm shown by the public will more likely be for

Granger in the flesh, rather than a desire to digest Tolstoy. Sordid story concerns a farm woman who poisons her husband to gratify her hist for the hired man, whom she subsequently marries, only to see him seduce her half-wit stepdaughter. Girl flaunts her shame and gives birth to a child on the eve of her marriage to an accommodating neighbor. The guilty man, driven by his mother to murder and secretly bury his ill-gotten infant, attempts suicide, then makes public congloom.

fession of his sins. Gloom piles on gloom.

Jean Simmons, making her stage debut, has little to do but slare and spout venom as occasion arises as the stepdaughter, with Sonia Dresdel and Mary Clare sharing main honors as the murderess and accomplice mother-in-law. Frederick Valk turns in a brilliant camea as a farmhand and Herbert Lomas makes a pathetic figure of the husband ruthlessly removed by his young wife.

Main drawback to genuine atmosphere is the colloquial dialog which, though occasionally lightening the tragic pall, mars the realistic effect and challenges the period setting.

Clem.

'Finian' Deal

- Continued from page 3

with Elia Kazan again directing, and with the legit cast.

Deal is in the works for Fred Finklehoffe. Jr., to do a screen version of "At War with the Army," James P. Allerdice consequence of the Booth, N. Y. Picture would be produced in New York this summer, using the legit cast.

Also near the Inking point is a deal for Charles K. Feldman to acquire the film rights to "Finlan's Rainbow," the 1947-48 musical currently on tour. Price is said to be \$200,000 and the show's librettist-pricist, E. Y. Harburg, will coproduce the screen version and work on the adaptation.

Other prospects for film sale include "Kiss Me, Kate," "Goodbye, My Fancy," and "Two Blind Mice."

Not available for sale is "South Pacific," since Richard Rodgers

My Fancy" and "Two Blind Mice."
Not available for sale is "South Pacific," since Richard Rodgers and Oscar Hammerstein, 2d, are unwilling to dispose of any of their musicals, lest it lessen their value as vehicles for touring.
There continues to be Coast interest in "Streetear Named Desire" and "Mister Roberts," both from the 1947-48 season. In the case of the Tennessee Williams drama, several studios have reportedly been negotiating with producer Irene Selznick, after refusing to bite on proffered terms for the property. As for the Thomas Heggen-Joshua Logan lit, producer Leland Hayward is understood still planning to make the film version indepently in the east.

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population praves \$4,000 a week a
pacity, rent \$1,300 for serve. 1.71 Nonlong summer reserv with whool select
long size may \$12,500. Small smrtunl
down, long-larm morlesne, 4th oldest in
America, Caca-Cete concession and program
and will sever central at one and meripair
payments on the siture. Attacks particular

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Literati "

Fr. Terminiello Controversy

Fr. Terminiello Controversy
The U. S. Supreme Court's fiveio-four decision in the Father
Arthur W. Terminiello case last
week stirred up a general editorial
controversy in the New York daily
press. The Daily News, which origingle was cold on the conviction
of Fr. Terminiello, protested the
reversal on grounds that "almost
nobody but the Communists" will
profit from the free speech decision. Ted O. Thackrey, editor of
the Daily Compass, also attacked
the court's ruling on grounds that
"labor-balters, Jew-baiters and
Red-baiters" have been given a
warrant to run rampant. I. F.
Stone, in the same paper, upheld
the court's decision as a victory for
viril liberties.

The N. Y. Post also ranged on
the court's side on the same
grounds. The N. Y. Times' analysis
of the decision stated that the constitutional right of free speech had
been left intact but the relationship between state and Federal
courts had been revised. The Daily
Worker viewed the decision as a
blow against the prosecution in the
present Government case against
the 12 Communist Party leaders.

Piatigorsky's Novel

Piatigorsky's Novel
Gregor Piatigorsky, the cellist
virtuoso, is writing his first novel
for Random House publication.
Since he's married to a Rothschild,
he told his new publisher he
"doesn't have to worry about
royalties."

Toyattes.

Instead, he likes to tell of the time when, at 14, with his voice changing, he was a music prof at the Moscow Conservatory and his students were up to four times his

Rita-Aly's Big Coverage
The Rita Hayworth-Aly Khan
wedding at Cannes on Friday (27)
is being given a newspaper buildup is being given a newspaper buildup almost equalling the current conference of the "Big Four" foreign ministers. Reps of all the news agencies, local and foreign papers and the fan mags have put in bids to attend the ccremony, with the invitations frugally doled out. Lee Elroy, Miss Hayworth's business rep, is handling the allocation of lickets.

ness rep, is h tion of tickets.

tion of tickets.

Comics Reach India
The comic strip has come to India. The Times of India Press, Bombay, has started a comic weekly, following the American pattern, titled Junior. Lead is being followed by the Indian Express of Madras which issues four pages of comic matter along with its tabloid Sunday magazine section. Both publish material supplied by King-reatures Syndicate.

The Madras comic features Manrake, Popeye, Snookums, Bringing Up Father, Mickey Mouse and Uncle Remus. Junior of Bombay features "King of the Royal Mounted." Peter Quiz, Mike, Billy Bunter and "the Vallant Prince. Junior, of course, has one or two lems of purely Indian background but these are adaptations only.

tems of purely indian packgroubut these are adaptations only.

Ubiq itous Ornstein

Ubiq Itous Ornstein
Bill Ornstein, Metro flack, is
currently appearing in two literary
magazines: In Decade of Short
Stories with "The Shadow Lingers
On" and in Wildfire with "Twenty
Cents Worth of Murder."
Next issue of Decade, celebrating
10th anniversary, will reprint Mericite's "Ma and Mrs. Robinson,"
and next issue of Wildfire also will
publish Ornstein's "Ah, Cherchonia!"

Anti-Peron Press Palls

Anti-Peron Press Palls

Non-government-owned Argentine newspapers have been reduced to a few flimsy pages since the Peron government decided to expropriate newsprint stocks and re-distribute" them among its own favored publications some months ago. Moreover, since all purchases of newsprint imports are in the hands of the press secretariat of the presidency, no orders have been placed abroad for newsprint, and when present stocks are exhausted inside of two months, no further newsprint will be available. Since the government took over this mewsprint purchase question, nothing whatsoever has been done and although the opposition keeps editorializing about it, it looks very nuch as though it will be forced out of business before long.

Since the pages of Argentine

Since the pages of Argentine since the pages of Argentine newspapers have been so much reduced, publication of world news is especially circumscribed. Now-adays the Uruguayan press is far more informative, and many Argentinos are trying to arrange for subscriptions to Uruguayan newspapers, so that they can keep up to date. However, travellers who

go over to Buenos Aires from the Uruguayan capital, find that the Uruguayan papers are confiscated by customs officials on the Argenoy customs officials on the Argen-tine side as soon as they step off the river boats or planes. The Uruguayan press is far too out-spoken in its opinions of Peron policies to find a welcome from Peronist officials.

Billie Burke's 'Feather'
"With a Feather on My Nose"
(Appleton-Century-Crofts; \$3) is
Billie Burke's unpretentious, goodhumored and readable story of her
life, written in collaboration with
freelance mag author Cameron
Shipp. It is an ingratiating book
for long-memory legit followers
rather than film fans, since it concentrates on the actress' start on
the London stage, her career as a
Frohman star and her life with
Florenz Ziegfeld, and skims lightly
woer her more recent years in
Hollywood.
The celebrated beauty of the pre-

The celebrated beauty of the preWorld War 1 era, daughter of a
circus clown, Miss Burke is revealed as a modest, wise, generousminded woman—and that vanishing phenomenon, a lady. Mostly
in what appears to be her own
words, she speaks revealing but
affectionately and with good taste
of many great names of theatres
and pictures, past and present.
And, while avoiding self-consciousness or bathos, she tells at length
of her marriage to Ziegfeld—a
marriage that involved difficulties
and heatraches but obviously was
and is still one of the most important things in her life.

Miss Burke has had an eventful

Miss Burke has had an eventful and satisfying career. Her cheerful account of it makes entertaining and occasionally touching

Obscene & Lewd Division
A special Illinois Senate comnittee has advocated establishment
of an obscene and lewd literature
division in the Public Welfare
Dept. Group took a special slap
at comic books that "incite teenage

Legislative body reported that Legislative body reported that there was enough laws at present to control such literature, but suggested that the director of public welfare be given the right to inspect all publications before being offered for sale in Illinois.

'Writers on Writing

Writers on Writing was prepared by the Conference of the University of New Hampshire and edited by Herschel Brickell (Doubleday; \$3). This book covers the entire writing field. The novel, short story, poetry, non-fiction and special markets, the regional, biographical and historical book, book reviewing how to do an article. special markets, the regionar, iook, book reviewing, low to do an article, feature articles, editorials, styles and radio writing. In the practical side of writing, In the practical side of writing there are chapters on preparing a manuscript, author and apublisher, and use of speech recordings.

Articles on all these subjects are contributed by experts in their particular fields who know how to guide those in the pupilage of writing. It will help brush up the older writer and start the tyro with information all writers should joining co-star spot next week.

Joe Laurie, Jr.

CHATTER

Art Gilmore's book, "Radio Announcing," will be published this fall in Brazil.

Anne Ford, Little, Brown & Co. drumbeater, left on initial coast visit Saturday (21).

Bennett Cerf (Random House auditioning several TV quiz shows, all with a literati flavor.

Magazine Digest's June issue profiling Anthony B. Farrell in article titled "Archangel Over Broadway."

way."
Fred Johnson, San Francisco
Call Bulletin's drama editor. In
town for 10 days to 0.0. current
legit crop.
Millard Lampell's "The Hero."
bought by Columbia Pictures, will
be published Sept. 12 by Julian
Massport.

be published sep...
Messner, Inc.
Lowell Thomas profiled by Maulatow in current mag arWords of Lowell Inomas promet by Madrice Zolotow in current mag article "The Two Million Words of Lowell Thomas."

Walter G. Pfaffenberg retired as advertising director of the Los Angeles Times after 45 years on the

tunities in Motion Pictures" being published by the Vocational Guid-ance Manuals. Fred Dickenson, associate editor

Fred Dickenson, associate editor at King Features, authored a mystery, "Kill 'Em With Kindness," which David McKay Co. is publishing in September.

Alva Johnston, who profiled Wilson Mizner for the New Yorker mag a few years, has expanded his original material into a full-length book to be published by Farrar, Straus.

Straus.

Coward-McCann is publishing 1,000,000 copies of "Mrs. Mike" in a paper-back edition to coincide with the film version to be produced by Sam Bischoff and Ed-

week, listing liabilities \$50,016; assets \$2,934, exclusive of copyrights of unlisted value. Nation mag adding the defunct N.Y. Star's column on columns, "So They Said." written by Tim Taylor under the psuedonym of Frank Columbine as a weekly feature commencing May 21. Bessie Little is reviving screen Stars mag, after a lapse of several months, with Alyce Canfield signed to write a gossip column and six stories per issue, and Art Welssman returning to his chore as staff photog."

stories per issue, and Art Welssman returning to his chore as staff photog.

Cowles Publications, publishers of Look, are sneak previewing a new 10c mag in nine clies outside of New York. Arnold Gingrich is heading the project as chief editor. Gingrich was former editor of Esquire who left under a deal to get pald for three additional years.

Joe Ravotto, former Variery roving foreign correspondent, due from Italy Saturday (28), aboard the Saturnia, for a two-month stay in N.Y. He returns to Rome where he is co-head of U.S. Information Service. Mrs. Ravotto is with him. More in the Satevepost tendency to show biz stuff; last week's issue included a plece on the stage of th

included a plece on songsmith Frank Loesser, titled "He Put That Tune in Your Head." by Robert Lewis Taylor, "W. C. Fields: Rowdy King of Comedy." included

by Robert Lewis 183,100.
Fields: Rowdy King of Comedy.
In the first move to decentralize
its activities, Esquire Publications
is moving the Coronet subscription department to Boulder City,
Colo., this summer. Other subscription departments of the other
scription departments of the other
scriptions in its fold will also Colo, this summer. Other sub-scription departments of the other publications in its fold will also make the shift during the next

week the source of the source of the most recent Collier's outs, since the advent of Lou Ruppel as editor, could have joined Herb Mayes at Cosmopolitan-Good Housekeeping several weeks ago, but felt he mostly the left undisturbed with the somopolitan-Good Housekeeping several weeks ago, but felt he would be left undisturbed with the advent of Ruppel. Dystel was m.e. and before that ditto of Coronet. John Denson, ex-Time-Life-For-tune succeeds him.

B'way 1st Runs

- Continued from page &

as an important factor. However, continued high cost of living as well as the fact that much extra well as the fact that much excess coin goes in for household articles where a year or two ago they were not obtainable is working against maintenance of high business pace on Broadway.

Impartial observers feel that the high cost of attending a Broadway picture theatre is hurting when other costs are included. Contrasted to convenience of their own neighborhoods, the temptation is to duck Times Square area. Also, the average fan can get vaudeville the average Ian can get vaudeville with his films at many nabes now at least one day per week. Besides lower admission, outlay for transportation and food, if dining out, is considerably less.

Indie Exhibs

Continued from page 5

and which maintains a full staff of exploiteers in the field. On that basis, it is believed, Rodgers might expect a full percentage cut of the gross no matter how high it went over the control figure.

over the control figure.

According to a bulletin Issued this week by Allied of Indiana, such a scale would be a step towards the kind "we have always plugged for." It would serve as an incentive to exhibs to merchandise advertising director of the Los Angeles Times after 45 years on the same newspaper.

Henry Willson's book about Hollywood film talent, "Let's Be Somebody," will be published in autumn by Creative Age Press.

Reader's Digest, in its Junement film production, "Lost Boundaries," based on a Digest story, Pincus "Bill" Tell, former VARIETY mugg, authored "Oppor- by any other of the devices that

SCULLY'S SCRAPBOOK

..... By Frank Scully

One Beer, Can., May 22.

One Beer, Can., May 22.

Before the demurrer mob points out that I am suffering myself from what I described only last week as Litigious Paranoia (in the plagiarism syndrome), let, me at least get a bill of particulars on record.

It's all caused by the lead article in the May 21 issue of Collier's. Called "I Was King of Safecrackers," a five-part feature by Herbert Emerson Wilson as told to Dean Jennings in 1949, I'm a litigous screwball if this isn't "Unholy Nights—the Life-Story of a Reverend Saferacker," by the ex-Rev. Herbert Emerson Wilson as told to Frank Scully and William J. Perlman in 1939.

In fact the stickup swami's story, which started out as "Caught" and then was changed to "Unholy Nights," had been sold long ago to Alliance under the ultimate title of "All This Behind Me." It was to be published by Nov. 15, 1941. Then Alliance sold its book biz to Ziff-Davis who, on finding they could not shelve the thing for the duration of the war, due to contractual limitations, sold it back to us for one buck.

Okay, Whodunit?

Okay, Whodunit?

Last seen the script was picked up at Bedside Manor some months ago by Rudy Vallee, who took it to a studio in the hope that the lightning which struck Dick Powell would strike again. And now, of all places, the story shows up in Collier's under a new billing.

My hep public may be laughing fit to kill at the thought of my trusting my literary future to a widely advertised crook, such as Herbert Emerson Wilson clalms to be. But if they were privy to the correspondence which had gone on between us through the years they too would find it difficult to resist the ex-con's charms.

After doing 15 years at San Quentin, Wilson finally won a pardon which had two conditions. The first was that he should go around the country handcuffed to a G-man and show postal inspectors how he and his syndicate of peter-men planned and pulled off the country's biggest mail robberies. The other was that after clearing up these mysteries he should accept a one-way pass to Canada, the land of his birth, and confine his researches thereafter to that part of the world where the confine his researches thereafter to that part of the world where the sun never sets.

sun never sets.

Outside U. S. A.

Since receiving the old heave from the good old U. S. A. the ex-rev. has been heading a consultation clinic for human problems in Vancourer. B. C., running fishing trips to Cortez Island, contributing articles to the Commercial Fisherman's Weekly, and supporting a 93-year-old

to the Commercial Fisherman's Weekly, and supporting a 93-year-old mother back in London, Ontario.

After she died he decided to ship out of Canada as an able-bodied seaman. At the time he was 66! As he sailed from port to port, between Vancouver and Sydney, he kept reporting to me as if I were his parole officer. He gave me a strict accounting of all the monies he earned. Only once was he sorely tempted to go back to his old ways. In New Zealand he ran into a smalltime operator of a shell game. His technique was so nalve it touched the old master. Wilson showed him how to step up the take. The crook immediately offered a partnership. But Wilson assured me the field no longer interested him.

But Wilson assured me the field no longer interested him.

Traveler's Aid

In another place the natives wanted to elect him mayor. But fearing his past would pursue him even to the South Pacific he said he didn't choose to run. He met prime ministers and potentales. He gave them letters of introduction to me as Grief Commissioner of California. He reported that Tahiti had lost all its early allure.

His odyssey ended, Wilson returned to Canada and urged the whole Scully Circus to join him in a summer of hunting and fishing. I tell you our relations were on a higher plane than Chamberlain and Hilter. And then to run on to this literary larceny! It has practically shattered my faith in crooks, no matter how big their operations had been in the past. I had always felt about Wilson and his mob that for the work they put into a bigtime robbery, it wasn't a question of crime does not pay but that it-does not pay enough!

So Crime Doesn't Pay Enough, Eh?

does not pay but that it-does not pay enough:

So Crime Doesn't Pay Enough, Eh?

A job which grossed him and his mob \$1,000,000 cost them every bit as much thought, attention to detail and running expenses as a Hollywood producer puts into a \$1,000,000 production. Some of Wilson's robberies took three years to work out. Typical of his mob's operations I recall a bank they once robbed. The thing started by Wilson's reading an innocent chamber of commerce sort of news item to the effect that a bank was building a new 12-story building.

Before the foundations were laid Wilson had moved his moll 'a U.S.C. co-ed who could play many character parts) into a shop across the street. There she set up as a modiste. From a hidden corner of her shop Wilson cased the construction of the bank. He was perpetually looking for faulty construction

looking for faulty construction.

On observing through high-powered field glasses that the walls were burglarproof but that the ceiling was kind of weak, Wilson ordered Doc de la Pena to lease the floor above for dental offices. Thus by the time the bank was well into its first million of cash deposits, Wilson had the whole setup cased for his own peculiar interpretation of the phrase "combined operation."

"combined operation."

Doc de la Pena, now masquerading as a dentist, would drill right through some chump's tooth and keep right on drilling through the floor and the soft top-side of the bank's safe below. Wilson, who seems to have had a soup that anticlpated atomic fission, would do the rest. In fact he once told me it was his explosive that blew up Wall Street long, long ago,

Done To the Queen's Taste

In all the years his mob operated, grossing between \$12,000,000 and \$18,000,000 in the lean years when even a G wasn't hay, Wilson had never shot a gun. It was ironic under the circumstances that what eventually got him a life sentence was the charge that he had shot and killed his partner in crime, an old con named Herbert Cox. It supposedly happened in an attempted jailbreak from the old L.A. canitorium. It was about the only charge I never felt Wilson guilty of. After all, he had been bussed on the cheek by Queen Victorla as a hero of the Boer War. He had been ordained a minister of the Baptist faith. He had been a chaplain in World War I. He had been a safe-cracker, a mail-robber, a fugitive, a jailbreaker and, finally, a convict, but he had never two-timed us of the literati.

Oh dear, anybody wanna buy a 1941 copyright cheap? It's still good for 20 years.

are in the province of exhibition deals, the Allied report declared: should then be made to pay the film "We commend a policy that procompany a greater part of each vides that after an exhibitor negodollar he takes in than does the tates a contract with his salesman, exhibitor who reinvests nothing in he can rest assured the picture will the improvement of his theatre and be delivered to him according to allows each nicture to stand or fall. allows each picture to stand or fall according to its own merits

As for the 20th policy, no adverse ed by a d of verse reaction has yet been report-ed by any indie exhib group. Aled by any indie exhib group. Al-lied of Indiana, in fact, while al-leging 20th had barked louder than finally bit, commended the company this week for its past distrib practices. Noting that the new practices. policy relegates complete author-terming it ity to field staffers to make all of selling.

"We commend a policy that provides that after an exhibitor negotiates a contract with his salesman, he can rest assured the picture will be delivered to him according to the deal worked out, and he will not be advised into policy to be not be advised just prior to his playdate that New York demands an increase in terms." Bulletin continued: "Let us say

Bulletin continued: "Let us as not made a practice of employing this device for an increase." Indiana group also greeted 20th's decision to re-embrace the sliding scale, terming it an "incentive" method of selling

Broadway

The Leo (Clara) Lindys "pro-filed" in the Sunday Times mag section by Meyer Berger. Garry Davis to spend the sum-mer touring Europe on lecture tour for his One World project.

Jack Norworth partied at the Lambs, after which he left for his home at Laguna Beach, Cal.

Goldwyn foreign chief Alfred rown in Mexico City this week or huddles with RKO officials wn in huddles

Lotte Lehmann will receive the honorary degree of Doctor of Music, from the U. of Portland (Ore.), Sunday (29).

Sol Lesser, who's been east for the past three weeks, mostly vaca-tioning, trains back to the Coast over the weekend.

the past three weeks, mostly vacationing, trains back to the Coast over the weekend.

Third annual dance of the Motion Picture Theatre Cashlers Union, IATSE, at Manhattan Center, N. Y., June 3.

Jose Ferrer will be given honorary degree of Doctor of Fine Arts by University of Puerto Rico at Rio Piedras, May 30.

Jack Dailey, manager of operations at Musle Hall, getting along okay at Lenox Hill hospital following an operation last week.

Emmerich Kalman sails for Europe, Friday (27) to negotiate for production of several new operettas which he recently wrote.

Maggregor Scott, overseas sales manager for Associated British-Pathe, planed to Britain last week en route home from a South American trip.

WB producer Jerry Wald planed in from coast for quickie huddles with Milton Berle on his forthcoming Warner pic, "Always Leave Them Laughing."

Mrs. Jack (Frieda) Kapp plans a Hollywood visit with her family this summer, and will then move into an apartment, selling their East 64th St. town house.

Pincus Sober of Metro's homeoffice legal staff, who is prez of the Metropolitan AAU, slated to accompany the AAU track team on its European tour, flying with them to London, June 2.

Metro sales vecepee William F. Rodgers planning to attend the graduation of his two sons. William and Thomas, from Georgetown Univ., June 13, prior, to heading for the Coast.

Joe E. Brown slated to receive an honorary degree of doctor of humane letters on June 3 from Bowling Green State U. of Ohio, Award stems from his wartime tours to entertain troops at various fronts. John Garfield, Gabriel Heatter. Alfred Drake and Patricia Morison among honor guests participating in the annual Father's Day award luncheon, being held at the Waldorf-Astoria hotel, tomorrow (Thurs.).

Lawrence Audrain, homeoffice pub-ad chief of the J. Arthar Fank-Prestige unit of Universal

(Thurs.).

Lawrence Audrain, homeoffice pub-ad chief of the J. Arthur Fank-Prestige unit of Universal since its formation in July. 1946, resigned to take over management of the newly-formed British Book Centre In New York.

Number of film business biggles attended an autrin at the Largh.

Centre In New York.

Number of film business biggles attended an auction at the Larchmont (N. Y.) Shore Club, Sunday night (22) for benefit of the National Foundation for Cerebral Palsy, whose women's group is headed by Mrs. Leonard Goldenson, wife of the Paramount Theastres prez.

Steve Miller, Jock Lawrence's London rep on the J. Arthur Rank account, as Anglo-U.S. liaison, clippered back to England after a fast three week's holiday in the States, including a quickie flight to Hollywood on business and visit to his family. Publicist expects to become a father in September, so wife, Mrs. Phyllis Miller, didn't come over this time.

Kathryn Osterman 2d, 16-year-old daughter of (the late') Jack Osterman and Mary Daly Osterman, having graduated the Gardner School, and slated to enter Vassar this fall, will do a strawhat stint at Bar Harbor, Me., this summer.

School, and slated to enter Vassar this fall, will do a strawhat stint at Bar Harbor, Me, this summer. Kathryn Osterman I, yesteryear nusicomedy star, lives with her granddaughter and daughter in-law on lower Park Ave,

Buenos Aires

Nat Liebeskind back from U. S.

Italian conductor Tullio Serafin in B. A. for Colon Opens varia in B. A. for Colon Opera series.

Spanish film director Ber
Perojo back from year's jaunt
Snain

Spain.

Bolanos Peralta, Peruvian pix tycoon, of Liberated Films of Lima, visiting B. A.

Agustin Irusta feted by friends before leaving for Spain to make picture called "Carlos Gardel's Guitarre."

Italian actors Famou

Italian actress Emma Gram-matica doing soap opera series on Belgrano web, sponsored by Paimolive-Peet. light t Director Carlos Borcosque and Berlin.

juve cinemactor Juan Carlos Bar-bieri to Chile to look over film production there. Television engineer Eduardo F.

Television engineer Eduardo F. Grimberg to Europe and U. S. to look into video progress for Ar-gentine government.

Pittsburgh

By Hal Cohen
Chuck Baldizer appointed manager of King Records agency here.
Tommy McFarland, cafe singer, broke his leg in a fail and is hospitalized

broke his leg in a fall and is hospitalized.

Bandleader Johnny Marino off Copa stand for week because of chicken pox.

Dancers Walter and Jean Brown back on road after spending month with ailling mother.

Jackie Heiler has Rena & Spartacos, Bobby Van & Myrna Bell at the Carousel.

Sammy Walsh, Kay Vernon and Walter & Jean Brown head show opening June 6 at Ankara.

Muriel O'Malley coming back for two summer operettas, "Song of Norway" and "Chocolate Soldier."

Sara Ann McCabe and Wally Boag heading new floor show at William Penn hotel Terrace Room.

June Arnold, of nitery ice show, "Gilde the Globe," had to have four stitches in her leg when cut by skates.

Dorothy MacNeil set for roles in

by skates.
Dorothy MacNeil set for roles in first two operettas of summer season, "Song of Norway" and "Chocolate Soldier."
Linda Darneil, Paul Douglas and Jean Peters will be here May 27 for Harris preem of "It Happens Every Spring."

Minneapolis By Les Rees

Excelsior Amusement Park opened for season.

Hotel Radisson Flame Room has Malu Gatica with Danny Ferguson

Club Carnival floor show topped by Jerry Colonna and Harmonica Rascals.

Rube Bernstein, recovered from illness, back with "Finian's Rainbow" here.

Tito Guizar to Hotel Radisson Flame Room on return date starting this week

Gertrude Bromberg in ahead f "Streetcar Named Desire." due t Lyceum May 30, scaled at \$4.20

of Streetcar Named Desire. One at Lyceum May 30, scaled at \$4.20 top.

Benny Fields into Hotel Nicollet Minnesota Terrace for week with Wayne Gregg band. Lou Holtz to follow.

follow.

Metropolitan Opera pulled less than capacity and under a year ago for four performances on annual visit.

KSTP has eliminated Sunday night TV programs, hitherto appears week's most important.

KSIP has eliminated Sunday night TV programs, hitherto alnong week's most important, until July 31.

Jimmy Nederlander, manager of Lyceum, legit house, in St. Mary's hospital recovering from emer-

hospital recovering from emcregency appendectomy.
Romo Vincent into Club Carnival for current week with Harmonica Ruscals and Perry Martin orch just ahead of Sophie Tucker.
Hotel Nicollet Minnesola Terrace substituted Joe Howard and the Carltons for Lou Holtz when illness compelled latter to cancel.

Germany

German film distributors and representatives of Eagle Lion and IFA had a confab at Bad Reichen-

German documentary film. "Cologne Cathedral — 700 Years" has been bought for alring over British video stations.

been bought for alring over British video stations.

Hamburg officials have authorlzcd 7,000,000 marks for building
of a film studio in Hamburg-Rahlstedt. The grant is subject to approval by the voters.

Inge Scholl, sister of Hans
Scholl, who was executed by the
Nazis for his part in a plot against
Hitler, has been elected chairman
of the Ulm Film Group.

The German-London Film Distribution Co. (GMBH) has been
organized with home office in
Hamburg. Company will distribute
Korda films. German distribution
chief is Hans Fischer, former head
of Tobls Film Distribution Co.

Screenwriter Helmuth Brandis
has sued director Paul Verhoeven
on charges of plagiarism. Brandis
has used director Paul Verhoeven
on charges of plagiarism. Brandis
who is demanding 50,000 marks,
claims the title and theme of Verhoeven's first postwar film. "You
Are Not Alone," originated with
him:

hoeven's first postwar ham.
Are Not Alone," originated with
him:
JEIA, West Allied organization
handling international dealings for
Western Germany, has leased "Berlin Ballad" on a five-year contract
to distributors in Britain and
Switzerland. The film is a semilight treatment of life in postwar
Berlin.

London ·

Emile Littier plans to fly to New ork July 2, for opening of "Miss York July Liberty."

Liberty."

Julie Oliphant now associated with husband Jack on fulltime joint publicity. Couple are now representing Sophie Tucker and Gracle Fields.

"French Without Tears." Terence Ratilgan comedy, is being revived by Linnit & Dunfee, with cast headed by Peter Hammond, Moira Lister and Clive Morton.

James Thurber's "The Male Animal" had a triumphant pre-miere at the Arts Theatre Club May 18 with mixed cast of Ameri-can and Canadian artists.

can and Canadian artists.

Vivian Paimer, Tom Arnoid's ice shows producer, just back from America, having signed Ring and Lamb for new ice show, due at Stoll's theatre, Kingsway, sometime in July.

Revival of Emile Littler's "Lilac Time" stays at the Palace theatre till July 9, after which it is replaced by revival of "Song Of Norway," by same management

placed by revival Norway," by same for nine weeks. management

Technicolor production, to be made as part of the celebrations for the Festival of Britain in 1951, with the 1851 Exhibition as its theme, is under way by London Film Productions

for the Festival of Britain in 1951, with the 1851 Exhibition as its theme, is under way by London Film Productions.

"The Power of Darkness" closed at the Lyric May 21 after three and a half weeks, with film stars Jean Simmons and Stewart Granger unlikely to undertake further stage roles.

Jimmy Forsyth, now with the Rank Organization, retires on the 32nd anniversary of his entry into the motion picture industry at the end of this month. He has always been associated with the GB group of theatres.

Miami Beach By Lary Solloway

Clover Club reopened main room for Mandrake date.

Leon Enken and son. Leon Jr., looking around for Beach location. DeCastro Sisters featured in herry Frotenac's Pompadour

Five O'Clock Club adding show to precede and follow Barry Gray's nightly airer.

nightly airer.

Biz off around town, with ops hotel owners awaiting Decoration weekend and influx of southern and Latin trade.

Hal Fisher and Laura Kellogg headed north for engagement at Tic Toc, Montreal, after three weeks in Shell-I-Mar Room of Saxony hotel.

India

By N. V. Eswar

Bombay film company employes have formed a union.

Indian Documentary, new pix mag, has been started in Bombay, "Loves of Carmen" (Col.) has been totally banned in Madras

province.

Move is afoot to compel foreign filmhouses to give a fair per-centage of playing time to Indian

centage of playing time to indian pix.

Filming of the lives of Ramakrishna, Bengali saint, and Lord Buddha are scheduled for production in Calcutta.

Bombay's Prithvi Theatres, under direction of Indian filmstar Prithviraj, will undertake a tour of South India shortly.

A system of central censorship of films is being worked out, which will take into consideration questions of language and cultural

duestions of language and cultural background of different provinces. Construction of a film studio in

Construction of a film studio in Uyderabad state will be completed "Patriots of within two months. "Patrlots of India," to be filmed in three lan-guages, Hindi, Tamil and Telugu, is slated as the first production.

Barcelona

By J. C. Vidal-Gomis

Boyd Baehman at the Rigat tery boff in his first appearance

here, Carmen Sevilla, dancer, Teddy salker and his Caledonians; Daisy Daix and Bluebells Follics, at the

Director Rafael Gil to produce independently "La Aventuras de Juan Lucas" ("The Adventures of John Lucas").

John Lucas",
Lily Moreno at the Rio nitery,
Also Laly Monty and Lilian de
Monterrey, and Demon orchestra
with singer Jose Valero.
Adolfo Torrado's new three-act
comedy, "Dona Vitamina." opened
at the Barcelona theatre, with
Guadalupe Munoz Sampedro in the
lead.

man; it stars Adriano Rimoldi and Ana Mariscal.

"Yo Soy el Director" ("I'm the Director"), new screen comedy, stars Margarita Andrey and Conrado Sammartin; and features Pepe Nieto and Mary Delgado. Jeronino Mihura directed.

Angel de Andres and Julio Pena are off to Mexico, former to work in a Mexican studio, latter to sell his pix, among them "Slempre Vuelven de Madrugada" ("They Always Return at Dawn"), not released in Spain yet.

Contract has been signed by Sagitario Films and Argentina Sono Films for distrib of Spanish pix in South America. First two to be released under this agreement are "Cuatro Mujeres" ("Four Women"), directed by Antonio del Amo and "La Flesta Sigue" ("The Feast Continues") directed by Enrique Gomez.

Paris

By Maxime de Beix (33 Blvd. Montparnasse)

Lady Mendl lunching with Resita

The Jack Segals in, following

The Jack Segals in, following stay in London.
Sylvie St. Clair to Cannes for a couple of weeks.
Barney Glazer and Harry Rosenthal in town.
Jacques Deval and Jean Pierre Aumont dining together.
The Nell Vanderbilts in Paris for the first time in months.
Massino Girotti and Massino de Santis from Rome for Paris o.o.
Alexander Paal in Paris while "Tale of Five Cities" is getting along.

along.

Ellen Dosia hypoing Opera
Comique grosses, and stalked by
the TV boys.
"Snake Pit" (20th) getting terrific ballyhoo from papers, with
front-page stories.
Producer Jacques Gauthier postponing trip to U.S. on account of
illness of his young boy.
Ilya Lopert interested in "Jour
de Fete," Borrah Minevitch's film
comedy soon to be released.
Barbara Cole gandering French

Barbara Cole gandering French pix and TV studios, before proceed-ing on European junket with Fed-eral Reserve Bank father, W. eral Re Thomas.

South Africa

By Joe Hanson

Abolition of Sunday cinema shows in Rhodesia sought by Dutch Reformed Church.

Susan Hayward rumored coming here end of year to make film with South African background.

George King, Independent producer, here investigating possibilities of making films with South African background.

Roy Boulting and J. L. Hodson, of London Films, here to start work on Sir Alexander Korda's film of the Great Trek.

Alicia Markova and Anton Dolin, English ballet dancers, originally skedded for four performances in Johannesburg, finally gave 10, all SRO.

Richard E. Lane, managing dis-

SRO.

Richard E. Lane, managing director of MacQuarrie Broadcasting Service of Australia, here to survey South African broadcast meth

"Oklahoma!" celebrated 150th performance in South Africa with audience participation party at Alhambra theatre, Cape Town. Run is all-time record for legit shows. Oklahoma!"

Benny's Kine TV

Continued from page 1 =

ing over eastern and mildwest sta-

ing over eastern and nildwest stations and will probably be aired over CBS-TV.

Miss Raye's program will probably assume a vaudeo format and may go in the NBC-TV Friday night 9.30 to 10 slot, now occupied by the Luckies-sponsored "Your Show Time." Latter, a series of half-hour films produced by Marshall Grant-Realm Productions, will not be renewed following the end of the first 26-week cycle in July. Producers received \$8,500 per film this year and had sought a boost to \$11,000 each on the basis that their budgets averaged between \$10,000-\$15,000 each.

CBS' Coast Studio Problem

Hollywood, May 24.

CBS may buy or rent a television studio here for network video programs because of limited space now available for filming and re-

Number of CBS radio stars are at the Barcelona theatre, with now working out video formats, Guadaiupe Munoz Sampedro in the lead.

Emisora Films completed "Pacto Andy. Red Skelton and Burns & de Silencio" ("Silence Agree- Allen are also possibilities for the ment"), directed by Antonio Ro-

Mae Marsh out of hospital after

Mae Marsh out of hospital after checkup.
Nelson Eddy in Santa Barbara recovering from flu.
Georgia Gibbs sailing June 1 for vacation in England.
Lina Romay broke an ankie in traffic crash on Sunset Strip.
Marshall Thompson recovering from emergency appendectomy.
Bobby Driscoll in town after a p.a. tour to plug "The Window."
Monte Hale to Oklahoma City on start of three weeks of personais.
William Moss to Odessa. Texas, to gander his cattle ranch interests.
S. N. Behrman to be awarded honorary degree by Clark University.

honorary uses.

David Smith, of Songsmiths, recovering from emergency appendentomy.

Gregory Peck hospitalized with eye infection, haiting work on "Tweive O'Clock High" at 20th-

Fox.

Mike Kaplan took leave of absence from DAILY VARIETY chores for trlp to Israel; maybe for a year, he says.

Maurice Davidson suffered hea

Maurice_Davidson suffered head injuries when camera mount plate weighing 25 pounds fell from scaifold on "Gun Crazy" set from the property of the property of

Philadelphia

By Jerry Gaghan
Alexis Smith here for four days
to tee off bond drive.
Duke Ellington played Temple
University senior prom Friday
night (20).
Dizzy Gillespie, who used to
play local bars, will head show at
the Click, June 17.
Creighton Stewart, WCAU gabber, back on air after a two-week

ber, back on air after a two-week bout with laryngitis.

boni with laryngitis.

Bert Parks will m.c. three-hour
television stunt here Saturday (4)
to aid the Cancer Fund. Town's
three video stations will carry the telecast appeal.

Raiph McLean, first clarinetist with the Philadeiphia Orchestra stricken on the symph's recent

Midwestern tour, replaced Midwestern tour, replaced Robert McGinnis, of New Philbarmonie

Robert McGinnis, of New York Philharmonie. Bert Parks brings "Stop the Music" radio show to the Academy of Music June 4 to aid a newly formed synagogue and community center in West Philly. Show will not be broadcast.

Scotland

By Gordon Irving
Wendy Hiller, Cyril Ritchard
due at King's Glasgow, in "Ann
Veronica" June 13.
Ramsden Grelg, w.k. show scribe,
weds Pat Warren, of Glasgow ballroom family, June 23.
Peter Hart, manager of Metropole, Glasgow, severing connection
with Frutin management after six
years.

with Frutin management atter say years.

Janet Brown, variety impressionist, to join Alastair Sim in new Bridie play, "The Village Schoolmaster."

Harpo Marx, due at the London Palladium June 20 for two weeks, may follow Danny Kaye at Glasgow Empire.

Oldtlmers show, starring Gertie Gitana, Ella Shields, G. H. Elliott, Lily Morrls, Randolph Sutton, etc., is mulling a U. S. tour offer.

Ceell Sheridan, Irish comic now in Glasgow, returns after Olympia, Dublin, fortnight, for another 24-weeks' touring in the United Kinston.

oni. Colin Neil Mackay, drama critic, rexy of Scottish Critics' Circle and Scottish publisher, broadcastug show news on BBC overseas

Amsterdam By Den Berry

By Don Berry

La Gaite nitery shuttered.
Malando's orch appearing at the
International Fair at Utrecht.
German pic, "The Murderers
Are Among Us," doing good biz at
Uitkijk theatre here.
Dutch Decca Corp. now holding
monthly get-togethers with local
publishers following squawks that
divks at you three were coming on

publishers following squawks that disks of pop tunes were coming out too late to do any good.

Some switches in radio circles at Hilversum; Hugo de Groot from Radio Unie to AVRO, as staff director; newscaster James Yoland from PCJ to AVRO, and J. van Overvest (also late of Radio Unie) takes over as head of AVRO's music dept.

Hollywood

OBITUARIES

JOSEPH A. VALENTINE
Joseph A. Valentine, 45, one of
Hollywood's top cameramen, died
in his sleep May 18 at his home in
Cheviot Hills, Cal. Two months ago
he won the Academy Award for his
color photography on "Joan of
Arc."

he won the Academy Award for his color photography on "Joan of Arc"
Starting as an assistant photographer in 1918 on the old Paragon lot in Fort Lee, N. J., Valentine became a first cameraman in 1924, shooting the Shirley Mason starrer, "My Husband's Wives," for William Fox. Since that time he was nominated four times for Academy Awards: for "Wings Over Honoluit" in 1937; for "Mad About Music" in 1938; for "Spring Parade" in 1940 and for "Joan of Arc" this year.

in 1940 and for "Joan of Arc" this year.

The only break in his 31-year fim career was during World War II, when he served from 1942 through 1944 as a captain in the U.S. Army Signal Corps.

Vaientine's most recent camera assignment was the Claudette Coleptt starrer, "Love is Big Business." Among his other films in late years were "The Magnificent Doll," "Sleep My Love." "Guest Wife" and "So Goes My Love." A few weeks ago he announced his intention to abandon lensing for a while and direct three pictures in while and direct three pictures in Mexico City, starring Dolores Del

He was a member of the American Society of Cinematographers and of Local 659, IATSE. Surviving are his wife and two-year-old son.

THOMAS O. HEGGEN
Thomas O. Heggen, 29, author of
"Mister Roberts" and co-author of
the Broadway hit for which his
book formed the basis, was found
dead in his N. Y. apartment, May
19, having drowned in the bathtub.
Police after investigating possibilitles of homicide or suicide, characterized death as accidental. He
had shared the apartment with
Aian Campbell, screenwright and
former husband of Dorothy Parker,
humorist and novelist, now in
Hollywood. d. ell, when notified of Heg-

campbell, when notined of reg-gen's death, scouted sulcide idea despite fact that a young actress with whom Heggen was reportedly romantically interested in recently

Elmer Boldus Billy Berry

Jean Blackburn

Peanuts Bohn

Norma Brown

Kid Chapman

Chandler Christy

Joseph DeSantis

Harold Diamond

Coburn Goodwin

Ruth Donor

Ewen Hail Ed Hutchinson Adelaide Joy

Charlie King

Charlotte King

George Krinog

Emil Lennard

Myles Lyons

SOLDIERS IN GREASE PAINT

In Memoriam

1949

George Mack

Maxine March

Ben Reuben

Roy Rognan

Lionel Royce

Jack Ross

Al Sabath

Val Salata

Kay Tyler

Evelyn Wahl

James Wilder

Gay Young

William Joseph Walsh

Vern Wahl

Christine Street

Bob Ripo

announced her coming marriage to somebody else. Campbell said playwright had suffered from chronic insomnia and may have taken an overdose of sieep pills prior to getting into tub.

Other major worries were also out of the question, he said, inasmuch as Heggen's royalties from book sales and the smash "Roberts" run to \$3-4,000 a week. Play version was in collaboration with Joshua Logan, also co-author and producer of "South Pacific."

He was divorced from Carol Lynn Gilmer, to whom his book is dedicated.

Lynn Gilmer, to whom his book is dedicated.

FRANK C. PAYNE
Frank C. Payne, 86, died May 20 at his home in Long Beach. Cal. During recent years he had toured this country and Europe, for the Henry Sandage Co., but for nearly five decades he had been in show business, first arranging lecture tours for the poet James Whitcomb Riley, who was his brother-in-law. Entering the newspaper business, he became drama critic of the Indianapolis Star, and then started as a pressagent of road shows. Born in Wabash. Ind., he always thought of himself as a Hoosier, though most of his life was spent in New York.
Payne was general press representative for Werba & Luescher, when they had their great success, with Christie McDonald, "The Spring Maid," the first musical comedy to have half a dozen road companies, followed by "The Rose Maid," not so successful. For many years Payne edited the monthly put out by N.Y. Theatrical Pressagents, before the merger into the national organization. He was at the old Hippodrome at the time of Thompson & Dundy, doing press work with Wells Hawks.

Survived by a daughter, Lesley Payne, of Indianapolis.

HANS PFITZNER

HANS PFITZNER
Hans Pfitzner, 80, German composer, died in Salzburg, May 22.
Pfitzner had been without funds since his bank accounts in Germany and foreign countries were blocked during and after the recent war.

cent war. He was living in a home for the

aged in Munich after the war when a friend, Rudolf Hanzl, president of the Vienna Philharmonic, found him and brought him to Vienna. The Philharmonic paid all his bills. Pfitzner wrote the operas "Der Arme Heinrich," "Die Rose von Liebesgarten," "Palestrina" and "Das Herz." In addition, he was the author of 100 songs, six chamber music compositions, four choral works and a scherzo for orchestra, besides oratorios and concertos for violin and piano.

besides oratorios and concertos for violin and piano.

His works were not played in Germany in the last years of the war because of his pronounced antagonism to persecution of the Jews. His book, "Pictures and Impressions," written after the war, was dedicated to a Jewish friend. war, was friend.

GEORGE CHRISTIE

George Christie, 76, veteran character actor, died in Tom's River, N. J., May 20.

Born in Philadelphia, he first appeared on the stage as a member of George Holland's Girard Avenue Theatre Co. in that city in 1894. Later he appeared with Richard Mansfield in "Cyrano de Bergerac," "A Parisian Romance" and "Dr. Jekyl and Mr. Hyde." "The Only Way," "Barbara Fritchie," "Mrs. Dane's Defense," "The Three Twins," "Polly With a Past" and "Seven Keys to Baldpate" were among other productions in which he appeared. More recently he was in "Abe Lincoln in Illinois," and last appeared in the Players Club revival of "The County Chairman.".

Survived by a brother. man.".
Survived by a brother.

Survived by a brother.

MRS. CHARLES M. RIPLEY
Mrs. Charles M. Ripley, a founder of the Schenectady Civic Players and onetime head of the Chatham Concert Co., died May 21 in
Boston. Born in Mathews Courthouse, Va., Mrs. Ripley was society
editor of the old Knickerbocker
Press in Albany before moving to
Schenectady 20 years ago. She was
widely known as a monologist and
dramatic reader, and directed many
of the Civic Players' productions.
For the past several years Mrs.
Ripley had been with the Schenectady Gazette.

A husband, son and sister (Mrs.
Floyd Walter, of Albany, who is
vice-presiden of WROW) survive.

MRS. WILLIAM H. WISE

Mrs. Jessie Moore, composer of semi-classic songs, died in New York, May 17. She was the wife of William H. Wise, N. Y. book pub-

William H. Wise, N. Y. book publisher.

Mrs. Wise was the composer of more than 100 songs, some of which were published by G. Schirmer. Inc. These included "Night Has a Thousand Eyes," "Bring Me Your Cares," "Mary's Eyes," "Enchantment" and "The Lord Has Given Me a Song."

Surviving, besides her husband, are a daughter and a sister.

EARLE F. DORSEY
Earle F. Dorsey, former theatre flack and more recently operator of the Dorsey Concert Bureau, died last week at his home in Washington, D. C.
He had operated a concert bureau, booking artists and concerts of all types, from 1933 until last season, when a stroke forced bim to retire. Before that, he had handled publicity for Loew's Palace and Columbia theatres in Washington.

CHARLES G. BOOTH
Charles Gordon Booth. 51, author
and screen writer. died at his
home in Beverly Hills, May 22.
He wrote "The General Died At
Dawn," "Johnny Angel" and other
widely read books. He-awon an
Academy award two years ago for
the best original screen story, "The
House On 92nd Street."
Surviving are his wife. Lillian
Lind Booth, and a son, Charles
Rockwell Booth.

Rockweil Booth.

DAVID MURRAY
David Murray, 50, formerly
partnered as a dance team with
his wife Hilda, died in New York
May 18 of a lingering heart air
ment. As a team the Murray's
were long standard.
Since retirement had been with
Olsen & Johnson, Fanchon &
Marco and latterly television production. Interment was in Pittsburgh, his native city.

Latin America's star sports announcer died May 20 in Mexico City after heart attack. He founded and operated radio station XEX, Mexico City, and often guest announced on CBS and other big U. S. webs. Wife, two sons and a daughter survive.

PETER J. DONIGAN
Peter J. Donigan, 79, scenic designer, died in Wilmette, Ill., recently, He created the original stage background for the "Wizard of Oz" in 1903 and designed scenery for the Chicago Opera Co. and Ravina Park.
Survived by two sons.

OWEN DAVIS, JR.
Owen Davis, Jr., 42, NBC television exec producer and son of the noted playwright, drowned in Long Island Sound Saturday (21) after falling overboard from a sloop. He was a former legit, film and radio actor.
Details in Television section.

JOHN V. ZWINAK
John V. Zwinak, 47. Kudner Advertising Agency art director, died in New York, May 22.
He had previously been art director for the Ward Wheelock and Young & Rubicam ad agencies and of Good Housekeeping mag.

ARTHUR H. ROSS

ARTHUR H. ROSS
Arthur H. Ross, 38, NBC television set designer, was found hanged Sunday afternoon (22) in an NBC celiar prop room in Radio City, N. Y.

Details in Television section

MARIE LE BEAU

Marie Le Beau, 75, former aerialist with Ringling Bros., Barnum & Balley Circus, died in Chicago, May 14.

Leo Borr, 28, commercial photographer and son of Waldorf-Astoria bandleader Mischa Borr, suicided in his New York studio, May 18, according to police reports. Besides father, he leaves a wife and his mother.

Wife, 75, of Harry E. Brown, pioneer exhibitor, died at the Kane, Pa., May 10. Survived by husband and son, Clifford Brown, who operates two theatres in that either.

Mother, 86, of Paul Hollister, until recently RKO Pictures eastern studio rep, died May 21 in Grand Rapids, Mich., where she was prominent in social and civic affairs.

Daughter 2, of Mr. and Mrs. Charles St. John was drowned in the flood May 23 at Forth Worth. Father is an announcer at KCNC, Fort Worth.

Daughter, 24, of Jack Davis, for-merly with the Little Carnegle Theatre In New York, died in Lon-don, May 15.

Frank Testera, 61, chief elec-ician on the Charles Chaplin lot r 25 years, died May 20 in Holly

Sid Caplan, projectionist for Warner Bros.' Chi theatres, died in Chicago May 16, Surivived by wife.

Greek Contralto

Continued from page 1

best notices a new singer has had in years. The Mertens, Parmele and Brown division of Columbia booked the singer for a few, scatched concert and radio dates for the balance of this season, and set about making bookings for next year. Response, largely based on the N. Y. reviews and word-of-mouth, has been 'fantastic,' according to concert veterans.

Singer is completely sold out now for next season, with ahout 50 bookings for solo recitals or with orchestras. What is more unusual is that an artist absolutely unknown

David Murray, 50, formerly partnered as a dance team with his wife Hilda, died in New York May 18 of a lingering heart aliment. As a team the Murrays were long standard.

Since retirement had been with Olsen & Johnson. Fanchon Marco and latterly television production. Interment was in Pittsburgh, his native city.

Survived by his wife.

MRS. BERNARD NYE.
Mrs. Ellen Nelson Nye. 55, contralto, died in New Rochelle, N. Y. May 22. She had appeared with the New Rochelle Symphony Orchestra as soloist for many years and was the wife of Bernard M. Nye, director of music education in the New Rochelle public schools. Survived by husband and abrother.

ALONSO SORDO NORIEGA
Alonso Sordo Noriega, 48, Mexical radio announcer reputed as Smallens conducting.

MARRIAGES

MACKINGES

Madalyn O'Shea to Jabez Gray,
New York, May 20. Bride is head
of the drama department at Sarah
Lawrence college and veepee of
Theatre Production Service; he's
in cast of "Life With Mother," at
the Empire, N. Y.
Quinn Kramer to R. E. McLain,
Onawa, I.a., May 14. Bride is radio
writer.
Litaritie Wayne to Jim Deckum.

Onawa, Ia., May 14. Bride is radio writer.

Juanita Wauer to Jim Dockum, Des Moines, May 20. Bride is songstress with WHO in that city. Margaret Crossfield to Kiaus W. Kolmar, Greenwich, Conn., May 19. Bride is asst. scenic designer for Spa Summer theatre, Saratoga, N. Y.; he's pressagent for same troupe.

Adele Scott to Richard Paige, Chicago, May 15. Bride is an organist; he's an NBC vocalist. Ann Todd to David Lean, London, May 21. Bride is a screen actress; he's a producer for J. Arthur Rank productions.

Helen M. Korday to Col. Charles A. Miller, Ft. Meyer, Va., May 21. Bride is television personnel director at National Broadcasting Co. Lona Puschett to Albert Tannenbaum, New York, May 7. Bride is with WMGM record programming dept.

dept.
Maria Girolami to Giuseppe Di
Stefano, New York, May 23. He's
a Metopera tenor.

BIRTHS

BIRTHS

Mr. and Mrs. C. Ross Littig, Jr., son, Cbicago, May 14. Father is an account exec with J. Walter Thompson agency in Chi. Mr. and Mrs. V. N. Barrington, son, New York, May 13. Mother is Betty Luster. legit actress.

Mr. and Mrs. James Murray, daughter, Pittsburgh, May 15. Father's manager of Station KQV, Mr. and Mrs. Brian McDonald daughter, St. Paul, recently, Father is m.c. of "Ice-Capades;" mother's the former Patti Phillippi, of same show.

Mr. and Mrs. Julian Barness.

the former Patti Phillippi, of same show.

Mr. and Mrs. Julian Berman, son, Cuba, May 17. Father is Metro manager in that territory. Mr. and Mrs. Bob Wilkins, daughter. Des Moines, May 9. Father is a busician at WHO there.

Mr. and Mrs. Splke Jones, son, Hollywood, May 19. Mother is the former Helen Grayco, band singer; father is the bandleader.

Mr. and Mrs. Samuel M. Kirbens, twins, Hollywood, May 18. Father is a lawyer at Columbia Pletures.

Mr. and Mrs. Jack Gessenoff, Gaughter, New York, May 22. Mother is daughter of Al Friend & Downing), vet vaude performer and now columnist of N. Y. Westside News, nabe weekly.

Russians Choosey - Continued from page 3 -

him by the MPEA, but no word from the Russians as yet on wheth-

him by the MPEA, but no woru from the Russians as yet on wheth-er he'll be admitted. MPEA is as-suming he will be. Soviet, under terms of the John-ston agreement, must purchase a minimum of 20 pix—or others in blocks of 20—to take advantage of the best price set. This is \$50,000 blocks of 20—to take automage of the best price set. This is \$50,000 per film. If less than 20 are bought, fee automatically goes up to \$100,-000 per pic. Likewise, if 21 are purchased price would be \$50,000 for the first 20 and \$100,000 for the subtitional one.

additional one.

Since it took six months from the time the first list of 100 was dispatched until any word was re-ceived from Moscow, MPEA is not looking for quick results regarding the supplementary list sent last

Bills Next Week

Continued from page 47 =

CHICAGO

Blackhawk Al Trace Orc Bob Vincent Jackie Van Red Maddock Dave DeVore Lee Pines

Blackstone

Blackstone
Lens Blorne
D. La Salle Orc (12)
Chez Parce
Tony Martin
Gene Baylos
Chez Parce
Adiorable
Adiorable
C Davidson O (10)
Manor & Mignon
Pann Merryman
Al Morjon
Syrandy O'Leary
Billy Chandler Ore
Hotel Blymarck
Hotel Blymarck

Hotel Bismarck ass Franklin fonica Motre ni Gauer Brewer Orc J Brewer Orc
H Edgewater Beach
Buddy Morino Orc
Marianne Fedele
Preston Lambert
D Hild Dancers (6)
Charlie Carts
D) GPanos (2)
The Carltons (2)

Hotel Stevens
"Skatling Circus
Betty Atkinson
Wonder Wheelers
Betty Atkinson
Wonder Wheelers
Frinckmann Siz.
Skating BlydearCharles & Lucili
Jack Refloer
G & B Du Ray
Gloria Bondy
Buddy Rust
God to Bour
G & B Du Ray
Gloria Bondy
Buddy Rust
G & B Du Ray
Gloria Bondy
Buddy Rust
G & B Du Ray
Gloria Bondy
Buddy Rust
G & B Du Ray
Gloria Bondy
Buddy Rust
G & B Du Ray
Gloria Bondy
Buddy Rust
G & B Du Ray
G & B Marco
Margaret Phelan
(one to Rust
Hall Remain Hotel
Hall Remain Hotel
Hall Sayder Ore
"Salute to Rodgers
& Hammerstein
Honey Dreamers
& Hammerstein
Honey
Freiling



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